EXHIBIT B

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF TEXAS
WACO DIVISION

ACTIVEPROSPECT, INC.,

Plaintiff,

v.

TECH PROSPER LLC a/k/a
COMPLIANT LEAD a/k/a
LEAD PROSPER and
DATA PROSPER, LLC,

Defendants.

Civil Action No. 6:22-cv-00525-ADA

JURY TRIAL DEMANDED

DECLARATION OF ALEXANDER WOLFE

I, Alexander Wolfe, declare as follows:

1. I am the Chief Technology Officer of ActiveProspect, Inc. ("ActiveProspect") and a named inventor of United States Patent No. 10,614,417 (the "'417 Patent"). I submit this declaration in support of ActiveProspect's Motion for Preliminary Injunction.

2. Unless otherwise indicated, I have personal knowledge of the facts contained in this declaration and, if called upon to do so, I could and would testify competently to the matter set forth herein.

3. This declaration includes facts known to me at the time of the declaration. I reserve the right to supplement or amend these statements in the future, including through testimony given at any hearing on ActiveProspect's Motion for Preliminary Injunction, deposition, or trial.

A. Background and Experience

4. I have been a software engineer for over 20 years. For the past 17 years, I have focused entirely on the needs of companies operating in the lead generation and marketing space.

5. After graduating with a Bachelor of Arts in Economics, I began to teach myself coding and the design, building, delivery, and maintenance of production software systems. After graduation, I began to apply this knowledge in my first job as a network analyst for Sentinel Technologies. In 2000, I moved to Spirian Technologies where I served as Lead Software Developer. When Spirian was purchased by SecureInfo in 2003, I remained Lead Software Developer for Data Collection until I left in 2005.

6. In 2005, I joined the founding team at ActiveProspect. I was part of the team that initially developed TrustedForm, and I personally created large portions of the code that ran the initial version of TrustedForm.

7. Today, I serve as ActiveProspect's Chief Technology Officer. In that role, I supervise a team of over twenty-five engineers at ActiveProspect. My responsibilities include overseeing updates to our existing product line, ensuring our existing products are maintained, developing new products, and working with the senior leadership team at ActiveProspect.

8. Throughout my time as a software engineer, I have had deep involvement in designing and bringing to market software solutions that effectively address the real needs of businesses while remaining flexible enough to remain relevant over time. Many of these products have lived longer than a decade.

9. For example, I have built and lead teams that designed, built, delivered, and maintained at least eight individual web-based Software as a Service (SaaS) applications in the lead generation and marketing industry.

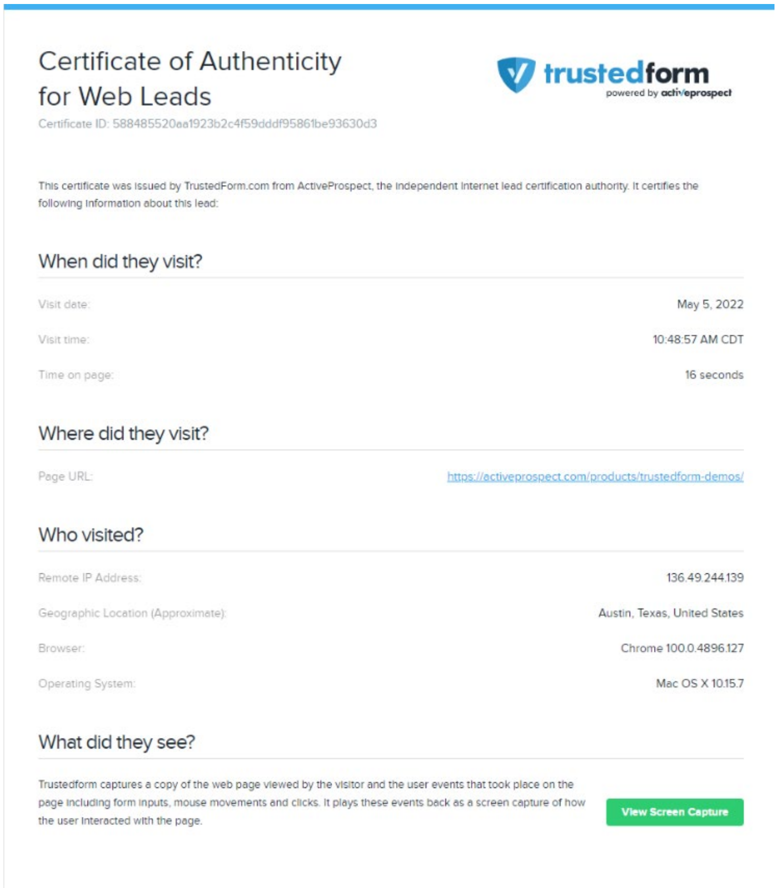
10. I have extensive experience in common Internet technologies like those used to build web sites, APIs, and single-page web applications such as JavaScript, HTTP, and HTML. Of those technologies, I specialize in Java, JavaScript, and Ruby.

B. Overview of TrustedForm and the ’417 Patent

11. As an inventor of the ’417 Patent and CTO of ActiveProspect, I am familiar with the subject matter and claimed invention of the ’417 Patent, and I am familiar with the technical features and functionality of ActiveProspect’s products, including TrustedForm, which is ActiveProspect’s commercial embodiment of the ’417 Patent.

12. TrustedForm works by deploying a proprietary script on the website of a lead seller. When a potential lead visits the webpage containing the TrustedForm script, the script automatically causes the web browser to take a series of actions: (1) the web browser sends a request to TrustedForm’s server; (2) in response to that request, TrustedForm’s server generates a unique “reference key,” which it sends back to the web browser; (3) TrustedForm’s server begins collecting information about the website and information regarding the potential lead; (4) TrustedForm’s server associates this information with the previously generated “reference key” and stores this information.

13. The information collected by TrustedForm is displayed in a TrustedForm certificate (Figure 1).



Certificate of Authenticity for Web Leads

Certificate ID: 588485520aa1923b2c4f59dddf95861be93630d3

This certificate was issued by TrustedForm.com from ActiveProspect, the independent internet lead certification authority. It certifies the following information about this lead:

When did they visit?

Visit date:	May 5, 2022
Visit time:	10:48:57 AM CDT
Time on page:	16 seconds

Where did they visit?

Page URL:	https://activeprospect.com/products/trustedform-demos/

Who visited?

Remote IP Address:	136.49.244.139
Geographic Location (Approximate):	Austin, Texas, United States
Browser:	Chrome 100.0.4896.127
Operating System:	Mac OS X 10.15.7

What did they see?

Trustedform captures a copy of the web page viewed by the visitor and the user events that took place on the page including form inputs, mouse movements and clicks. It plays these events back as a screen capture of how the user interacted with the page.

Figure 1

14. ActiveProspect then stores the certificate for at least 72 hours. ActiveProspect's customers often wish to verify the leads they purchased have given consent to be contacted and, for that reason, will make a request to access the information collected on the certificate. When TrustedForm's server receives this second request, which contains the reference key, TrustedForm's server responds by sending a copy of the certificate to the customer, which they can then use to verify that the lead gave consent to be contacted. To make this process easy, most customers will use an API request to automatically request a copy of the certificate for each lead that is generated.

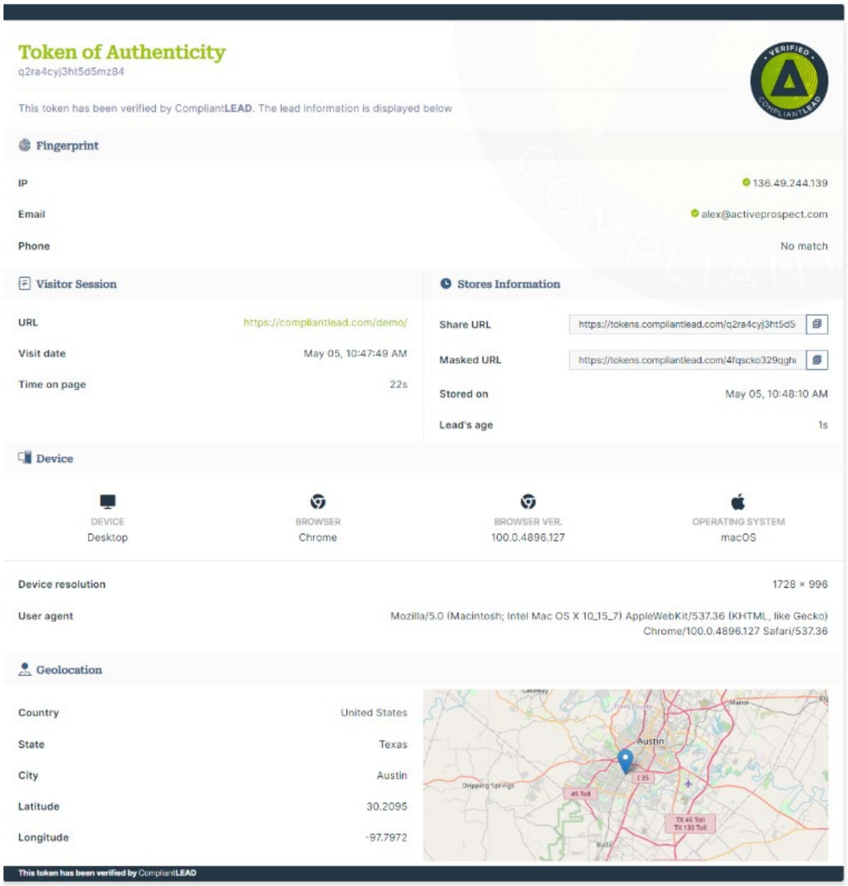
15. TrustedForm can also perform additional functions that are not relevant to this declaration, which is prepared only for the purpose of supporting ActiveProspect's Motion for Preliminary Injunction.

C. Visual Comparison of TrustedForm and Compliant Lead

16. I first became aware of Compliant Lead in 2022 when it was presented by Lead Prosper at the LeadsCon trade show in Las Vegas. I learned that Compliant Lead is advertised and offered for sale through a separate website, compliantlead.com. **Exhibit 1.**

17. Based on Lead Prosper's advertising claims at the trade show and information on the Compliant Lead website, Compliant Lead appeared to be a copy of TrustedForm.

18. As part of my investigation into the Compliant Lead product, I visited the Compliant Lead website at https://www.compliantlead.com/demo and obtained an example "Token of Authenticity" (Figure 2).



Token of Authenticity
q2ra4cyj3ht5d5mz84

This token has been verified by Compliant**LEAD**. The lead information is displayed below

Fingerprint

IP	136.49.244.139
Email	alex@activeprospect.com
Phone	No match

Visitor Session

URL	https://compliantlead.com/demo/
Visit date	May 05, 10:47:49 AM
Time on page	22s

Stores Information

Share URL	https://tokens.compliantlead.com/q2ra4cyj3ht5d5
Masked URL	https://tokens.compliantlead.com/4fqscko329qghı
Stored on	May 05, 10:48:10 AM
Lead's age	1s

Device

DEVICE	BROWSER	BROWSER VER.	OPERATING SYSTEM
Desktop	Chrome	100.0.4896.127	macOS

Device resolution	1728 × 996
User agent	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/100.0.4896.127 Safari/537.36

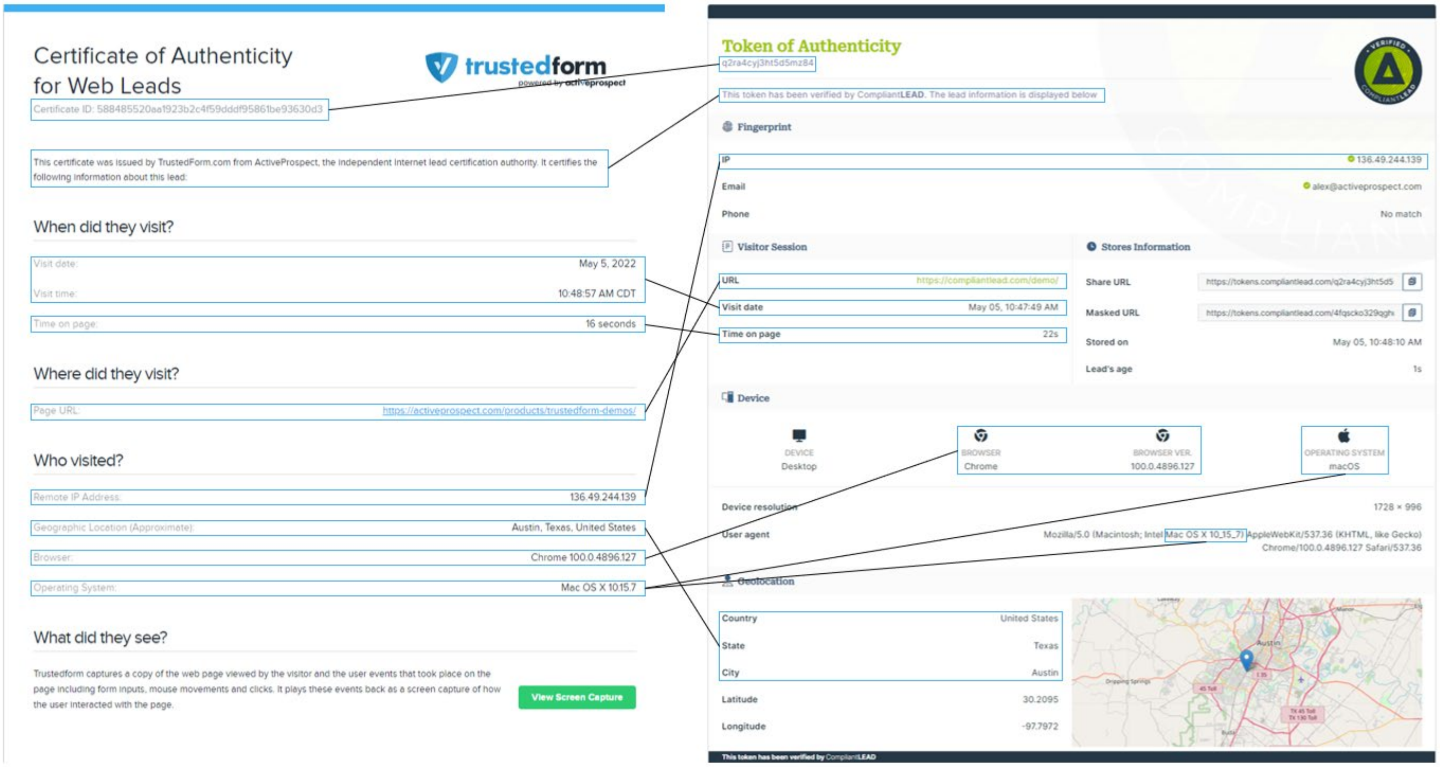
Geolocation

Country	United States
State	Texas
City	Austin
Latitude	30.2095
Longitude	-97.7972

This token has been verified by Compliant**LEAD**

Figure 2

19. A comparison of the two certificates shows that both TrustedForm and Compliant Lead have similar appearances, which display the same information (Figure 3).



Certificate of Authenticity
for Web Leads

Certificate ID: 588485520aa1923b2c4f59dddf95861be93630d3

This certificate was issued by TrustedForm.com from ActiveProspect, the independent internet lead certification authority. It certifies the following information about this lead:

When did they visit?

Visit date: May 5, 2022
Visit time: 10:48:57 AM CDT
Time on page: 16 seconds

Where did they visit?

Page URL: https://activeprospect.com/products/trustedform-demos/

Who visited?

Remote IP Address: 136.49.244.139
Geographic Location (Approximate): Austin, Texas, United States
Browser: Chrome 100.0.4896.127
Operating System: Mac OS X 10.15.7

What did they see?

Trustedform captures a copy of the web page viewed by the visitor and the user events that took place on the page including form inputs, mouse movements and clicks. It plays these events back as a screen capture of how the user interacted with the page.

Token of Authenticity
q2ra4cyj3ht5d5mz84

This token has been verified by CompliantLEAD. The lead information is displayed below

Fingerprint

IP 136.49.244.139
Email alex@activeprospect.com
Phone No match

Visitor Session

URL https://compliantlead.com/demo/
Visit date May 05, 10:47:49 AM
Time on page 22s

Stores Information

Share URL https://tokens.compliantlead.com/q2ra4cyj3ht5d5
Masked URL https://tokens.compliantlead.com/4fqscko329qgh
Stored on May 05, 10:48:10 AM
Lead's age 1s

Device

DEVICE Desktop
BROWSER Chrome
BROWSER VER. 100.0.4896.127
OPERATING SYSTEM macOS

Device resolution 1728 × 996
User agent Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/100.0.4896.127 Safari/537.36

Geolocation

Country United States
State Texas
City Austin
Latitude 30.2095
Longitude -97.7972

This token has been verified by CompliantLEAD

Figure 3

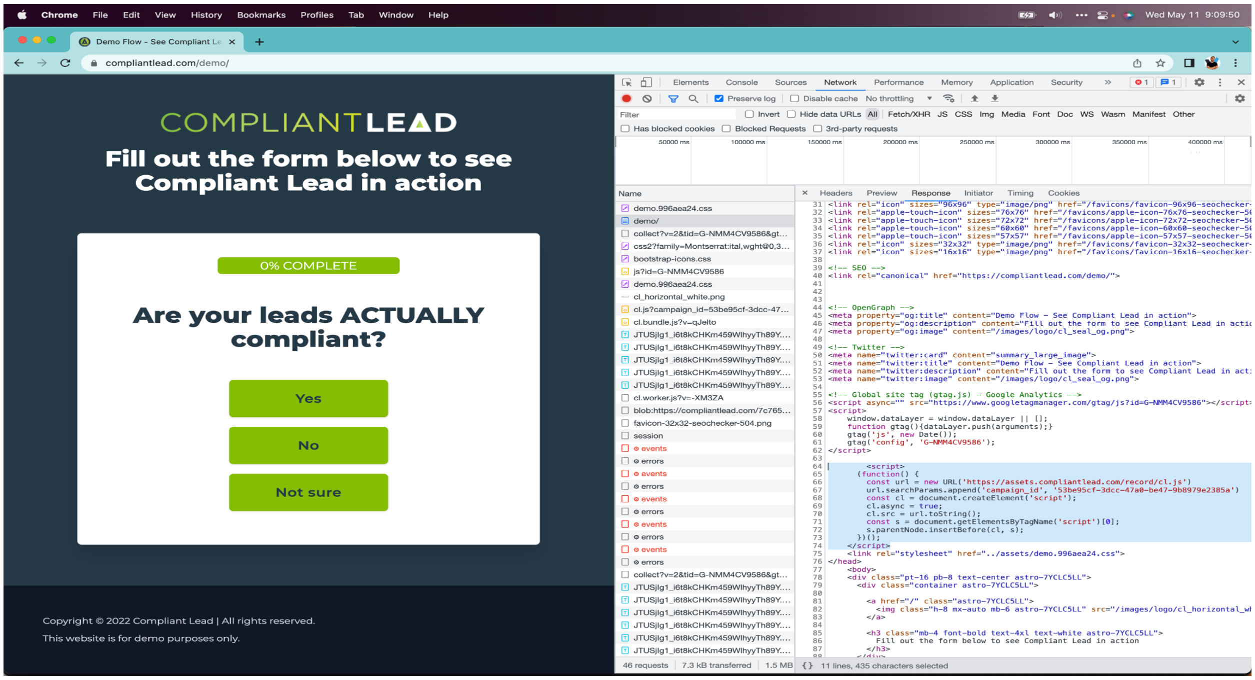
D. Analysis of Compliant Lead

20. I have performed a detailed analysis of the Compliant Lead product to determine that it contains the elements of claim 1 of the '417 Patent. For my analysis, I used a web browser to visit https://www.compliantlead.com/demo, a sample lead generation form that uses the Complaint Lead verification service script. Using my web browser, I was able to view the script that was operating on the page and capture information regarding the content and data being sent to and from the Compliant Lead server.

21. Based on my review of the Compliant Lead product, it is clear that it performs the method protected by at least claim 1 of the '417 Patent.

1. Claim 1 – Element 1: receiving a first request at a lead verification server from a web browser in response to the web browser visiting a web page of a lead generating website and executing a lead verification service script, the lead generating website configured to collect lead data for a lead generator

22. The Compliant Lead demo page located at https://www.compliantlead.com/demo is a sample lead generation form configured to use Compliant Lead's lead verification service script. When a web browser visits this web page, it reads the HTML of the page which, due to the contained configuration to use Compliant Lead's lead verification service, instructs the browser to load and execute the lead verification service JavaScript from https://assets.compliantlead.com/record/cl.js (Figure 4). When cl.js is executed by the web browser, it instructs the web browser to load and execute two additional JavaScripts from https://assets.compliantlead.com/record/cl.bundle.js and https://assets.compliantlead.com/record/cl.worker.js (Figure 5).



Fill out the form below to see Compliant Lead in action

Are your leads ACTUALLY compliant?

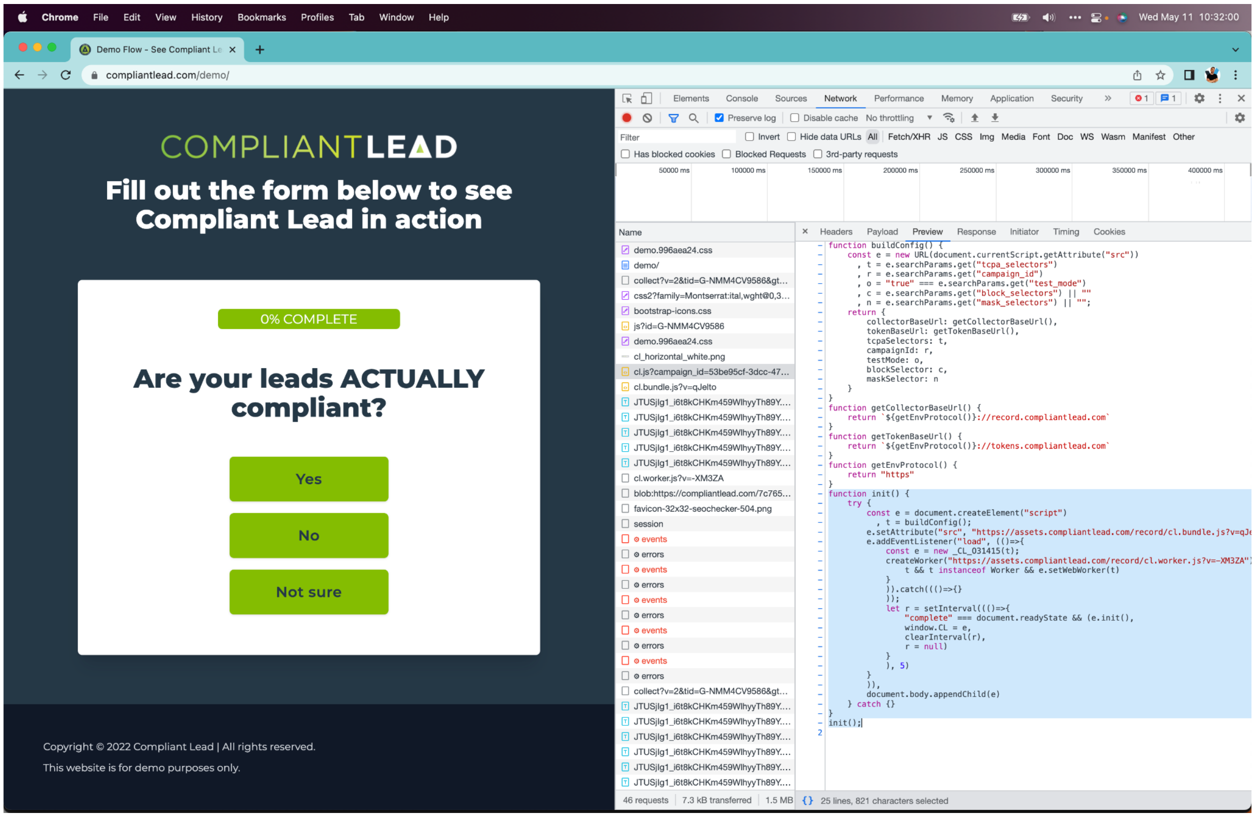
Copyright © 2022 Compliant Lead | All rights reserved.
This website is for demo purposes only.

```
demo.996aea24.css
demo/
collect?v=2&tid=G-NMM4CV9586&gt...
css2?family=Montserrat:ital,wght@0,3...
bootstrap-icons.css
js?id=G-NMM4CV9586
demo.996aea24.css
cl_horizontal_white.png
cl.js?campaign_id=53be95cf-3dcc-47...
cl.bundle.js?v=qJelto
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
cl.worker.js?v=-XM3ZA
blob:https://compliantlead.com/7c765...
favicon-32x32-seochecker-504.png
session
events
errors
events
errors
events
errors
events
errors
events
errors
collect?v=2&tid=G-NMM4CV9586&gt...
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
46 requests | 7.3 kB transferred | 1.5 MB
```

```
<link rel="icon" sizes="96x96" type="image/png" href="/favicons/favicon-96x96-seochecker-
<link rel="apple-touch-icon" sizes="76x76" href="/favicons/apple-icon-76x76-seochecker-50
<link rel="apple-touch-icon" sizes="72x72" href="/favicons/apple-icon-72x72-seochecker-50
<link rel="apple-touch-icon" sizes="60x60" href="/favicons/apple-icon-60x60-seochecker-50
<link rel="apple-touch-icon" sizes="57x57" href="/favicons/apple-icon-57x57-seochecker-50
<link rel="icon" sizes="32x32" type="image/png" href="/favicons/favicon-32x32-seochecker-
<link rel="icon" sizes="16x16" type="image/png" href="/favicons/favicon-16x16-seochecker-

<!-- SEO -->
<link rel="canonical" href="https://compliantlead.com/demo/">



<!-- OpenGraph -->
<meta property="og:title" content="Demo Flow - See Compliant Lead in action">
<meta property="og:description" content="Fill out the form to see Compliant Lead in actic
<meta property="og:image" content="/images/logo/cl_seal_og.png">

<!-- Twitter -->
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:title" content="Demo Flow - See Compliant Lead in action">
<meta name="twitter:description" content="Fill out the form to see Compliant Lead in act:
<meta name="twitter:image" content="/images/logo/cl_seal_og.png">

<!-- Global site tag (gtag.js) - Google Analytics -->
<script async="" src="https://www.googletagmanager.com/gtag/js?id=G-NMM4CV9586"></script>
<script>
    window.dataLayer = window.dataLayer || [];
    function gtag(){dataLayer.push(arguments);}
    gtag('js', new Date());
    gtag('config', 'G-NMM4CV9586');
</script>

        <script>
      (function() {
        const url = new URL('https://assets.compliantlead.com/record/cl.js')
        url.searchParams.append('campaign_id', '53be95cf-3dcc-47a0-be47-9b8979e2385a')
        const cl = document.createElement('script');
        cl.async = true;
        cl.src = url.toString();
        const s = document.getElementsByTagName('script')[0];
        s.parentNode.insertBefore(cl, s);
      })();
    </script>
    <link rel="stylesheet" href="../assets/demo.996aea24.css">
</head>
    <body>
    <div class="pt-16 pb-8 text-center astro-7YCLC5LL">
      <div class="container astro-7YCLC5LL">

        <a href="/" class="astro-7YCLC5LL">
          <img class="h-8 mx-auto mb-6 astro-7YCLC5LL" src="/images/logo/cl_horizontal_wh
        </a>

        <h3 class="mb-4 font-bold text-4xl text-white astro-7YCLC5LL">
          Fill out the form below to see Compliant Lead in action
        </h3>
```

11 lines, 435 characters selected

Figure 4


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 10:32:00
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security
Preserve log
Disable cache
No throttling
Filter
Invert
Hide data URLs
All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other
Has blocked cookies
Blocked Requests
3rd-party requests
50000 ms
100000 ms
150000 ms
200000 ms
250000 ms
300000 ms
350000 ms
400000 ms
Headers Payload Preview Response Initiator Timing Cookies

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Yes

No

Not sure

Copyright © 2022 Compliant Lead | All rights reserved.

This website is for demo purposes only.

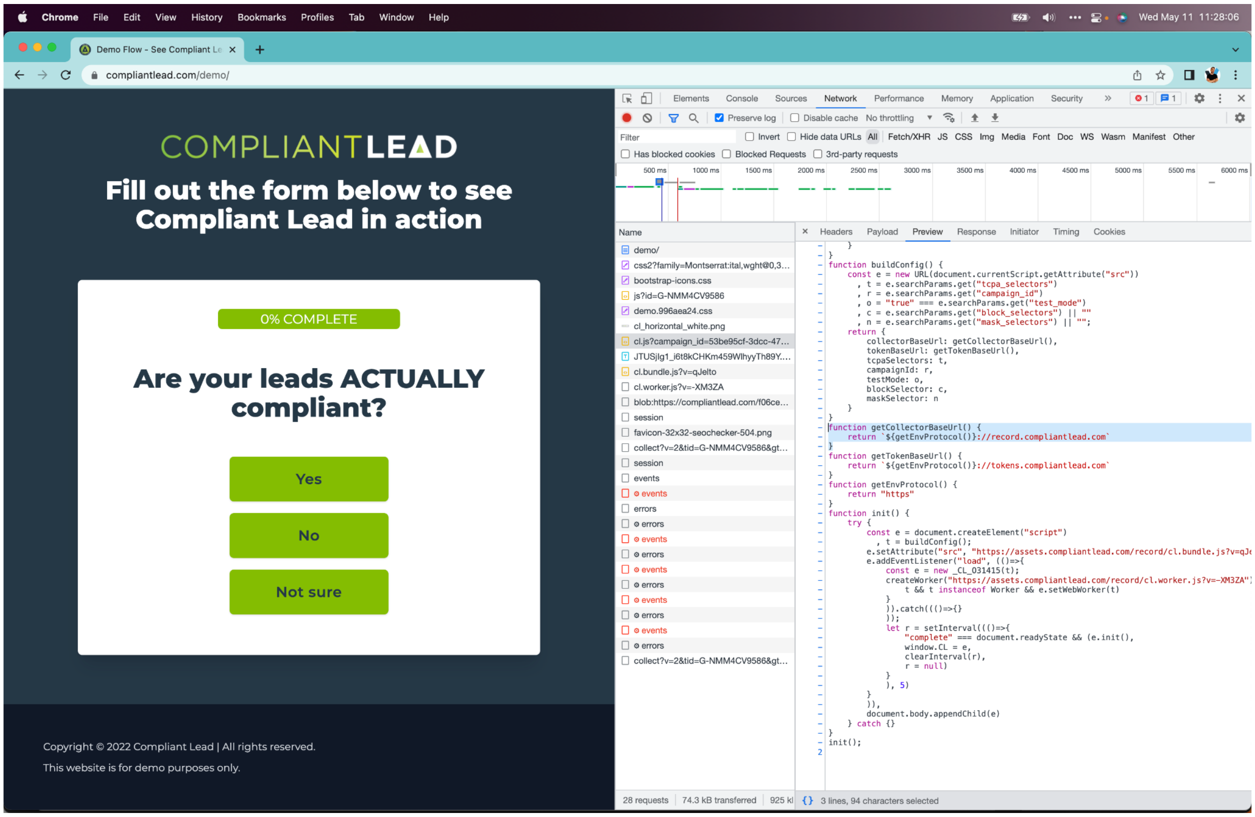
```
Name
demo.996aea24.css
demo/
collect?v=2&tid=G-NMM4CV9586&gt...
css2?family=Montserrat:ital,wght@0,3...
bootstrap-icons.css
js?id=G-NMM4CV9586
demo.996aea24.css
cl_horizontal_white.png
cl.js?campaign_id=53be95cf-3dcc-47...
cl.bundle.js?v=qJelto
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
cl.worker.js?v=-XM3ZA
blob:https://compliantlead.com/7c765...
favicon-32x32-seochecker-504.png
session
events
errors
events
errors
events
errors
events
errors
events
errors
collect?v=2&tid=G-NMM4CV9586&gt...
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
46 requests | 7.3 kB transferred | 1.5 MB
```

```
function buildConfig() {
    const e = new URL(document.currentScript.getAttribute("src"))
      , t = e.searchParams.get("tcpa_selectors")
      , r = e.searchParams.get("campaign_id")
      , o = "true" === e.searchParams.get("test_mode")
      , c = e.searchParams.get("block_selectors") || ""
      , n = e.searchParams.get("mask_selectors") || "";
    return {
        collectorBaseUrl: getCollectorBaseUrl(),
        tokenBaseUrl: getTokenBaseUrl(),
        tcpaSelectors: t,
        campaignId: r,
        testMode: o,
        blockSelector: c,
        maskSelector: n
    }
}
function getCollectorBaseUrl() {
    return `${getEnvProtocol()}://record.compliantlead.com`
}
function getTokenBaseUrl() {
    return `${getEnvProtocol()}://tokens.compliantlead.com`
}
function getEnvProtocol() {
    return "https"
}
function init() {
    try {
        const e = document.createElement("script")
          , t = buildConfig();
        e.setAttribute("src", "https://assets.compliantlead.com/record/cl.bundle.js?v=qJe
        e.addEventListener("load", (()=>{
            const e = new _CL_031415(t);
            createWorker("https://assets.compliantlead.com/record/cl.worker.js?v=-XM3ZA")
                t && t instanceof Worker && e.setWebWorker(t)
            }
            )).catch((()=>{}
            ));
            let r = setInterval((()=>{
                "complete" === document.readyState && (e.init(),
                window.CL = e,
                clearInterval(r),
                r = null)
            }
            ), 5)
        }
        )),
        document.body.appendChild(e)
    } catch {}
}
init();
```

{} 25 lines, 821 characters selected

Figure 5

23. The JavaScript contained in cl.bundle.js is responsible for communicating with Compliant Lead's lead verification service located on a server at the record.compliantlead.com domain (Figure 6). The JavaScript communicates with the lead verification service in two ways: (1) https://record.compliantlead.com/session (Session Endpoint) generates the reference key (Token); and (2) https://record.compliantlead.com/events (Events Endpoint) records the HTML of the page, all of the interactions the user has with the web page, and changes in the HTML that occur during the user's visit to the web page (Figure 7).


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 11:28:06
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security
Preserve log Disable cache No throttling
Filter Invert Hide data URLs All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other
Has blocked cookies Blocked Requests 3rd-party requests
500 ms 1000 ms 1500 ms 2000 ms 2500 ms 3000 ms 3500 ms 4000 ms 4500 ms 5000 ms 5500 ms 6000 ms
Headers Payload Preview Response Initiator Timing Cookies

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Yes

No

Not sure

Copyright © 2022 Compliant Lead | All rights reserved.

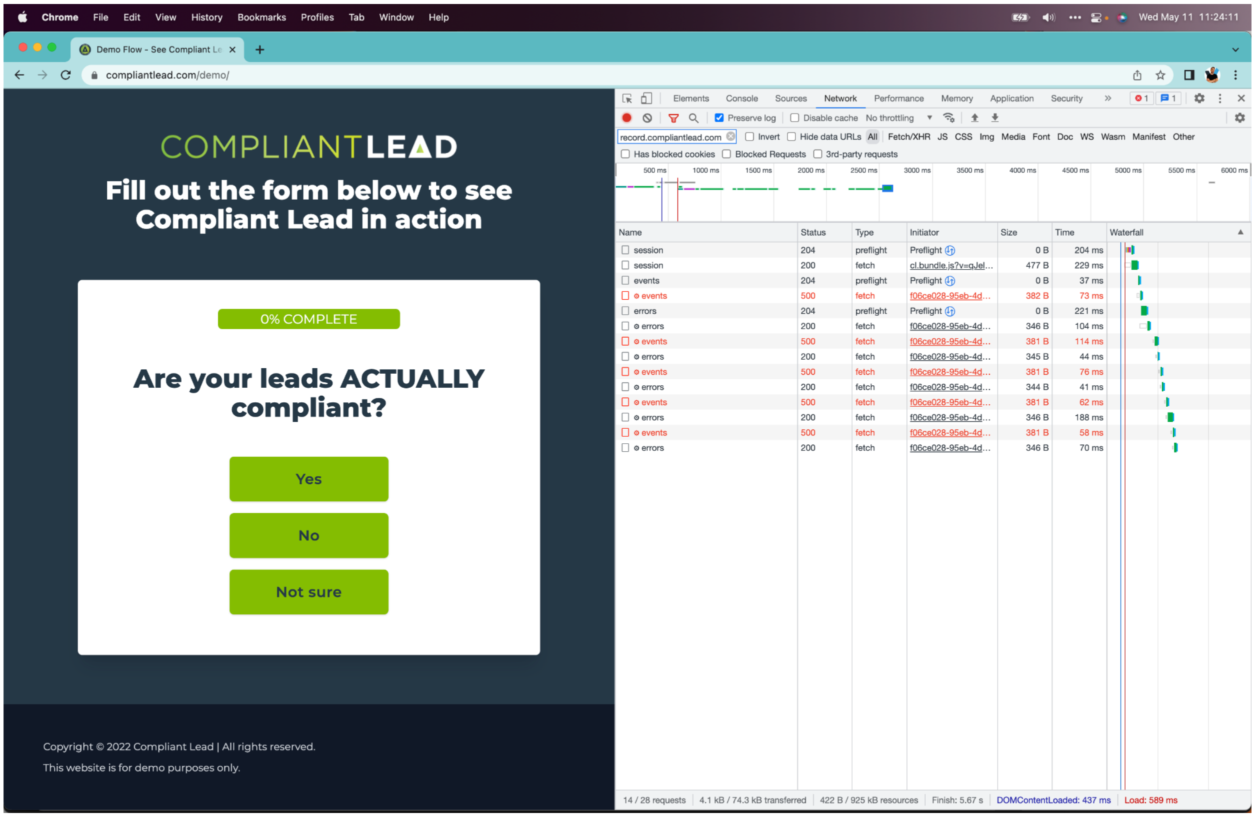
This website is for demo purposes only.

Name
- demo/
- css2?family=Montserrat:ital,wght@0,3…
- bootstrap-icons.css
- js?id=G-NMM4CV9586
- demo.996aea24.css
- cl_horizontal_white.png
- cl.js?campaign_id=53be95cf-3dcc-47…
- JTUSjIg1_i6t8kCHKm459WlhyyTh89Y.…
- cl.bundle.js?v=qJelto
- cl.worker.js?v=-XM3ZA
- blob:https://compliantlead.com/f06ce…
- session
- favicon-32x32-seochecker-504.png
- collect?v=2&tid=G-NMM4CV9586&gt…
- session
- events
- ⚙ events
- errors
- ⚙ errors
- ⚙ events
- ⚙ errors
- ⚙ events
- ⚙ errors
- ⚙ events
- ⚙ errors
- ⚙ events
- ⚙ errors
- collect?v=2&tid=G-NMM4CV9586&gt…

```
    }
}
function buildConfig() {
    const e = new URL(document.currentScript.getAttribute("src"))
      , t = e.searchParams.get("tcpa_selectors")
      , r = e.searchParams.get("campaign_id")
      , o = "true" === e.searchParams.get("test_mode")
      , c = e.searchParams.get("block_selectors") || ""
      , n = e.searchParams.get("mask_selectors") || "";
    return {
        collectorBaseUrl: getCollectorBaseUrl(),
        tokenBaseUrl: getTokenBaseUrl(),
        tcpaSelectors: t,
        campaignId: r,
        testMode: o,
        blockSelector: c,
        maskSelector: n
    }
}
function getCollectorBaseUrl() {
    return `${getEnvProtocol()}://record.compliantlead.com`
}
function getTokenBaseUrl() {
    return `${getEnvProtocol()}://tokens.compliantlead.com`
}
function getEnvProtocol() {
    return "https"
}
function init() {
    try {
        const e = document.createElement("script")
          , t = buildConfig();
        e.setAttribute("src", "https://assets.compliantlead.com/record/cl.bundle.js?v=qJe
        e.addEventListener("load", (()=>{
            const e = new _CL_031415(t);
            createWorker("https://assets.compliantlead.com/record/cl.worker.js?v=-XM3ZA")
                t && t instanceof Worker && e.setWebWorker(t)
            }
            )).catch((()=>{}
            ));
            let r = setInterval((()=>{
                "complete" === document.readyState && (e.init(),
                window.CL = e,
                clearInterval(r),
                r = null)
            }
            ), 5)
        }
        )),
        document.body.appendChild(e)
    } catch {}
}
init();
```

28 requests | 74.3 kB transferred | 925 kl | { } 3 lines, 94 characters selected

Figure 6


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 11:24:11
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security
Preserve log Disable cache No throttling
Invert Hide data URLs All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other
Has blocked cookies Blocked Requests 3rd-party requests
500 ms 1000 ms 1500 ms 2000 ms 2500 ms 3000 ms 3500 ms 4000 ms 4500 ms 5000 ms 5500 ms 6000 ms

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Yes

No

Not sure

Copyright © 2022 Compliant Lead | All rights reserved.

This website is for demo purposes only.

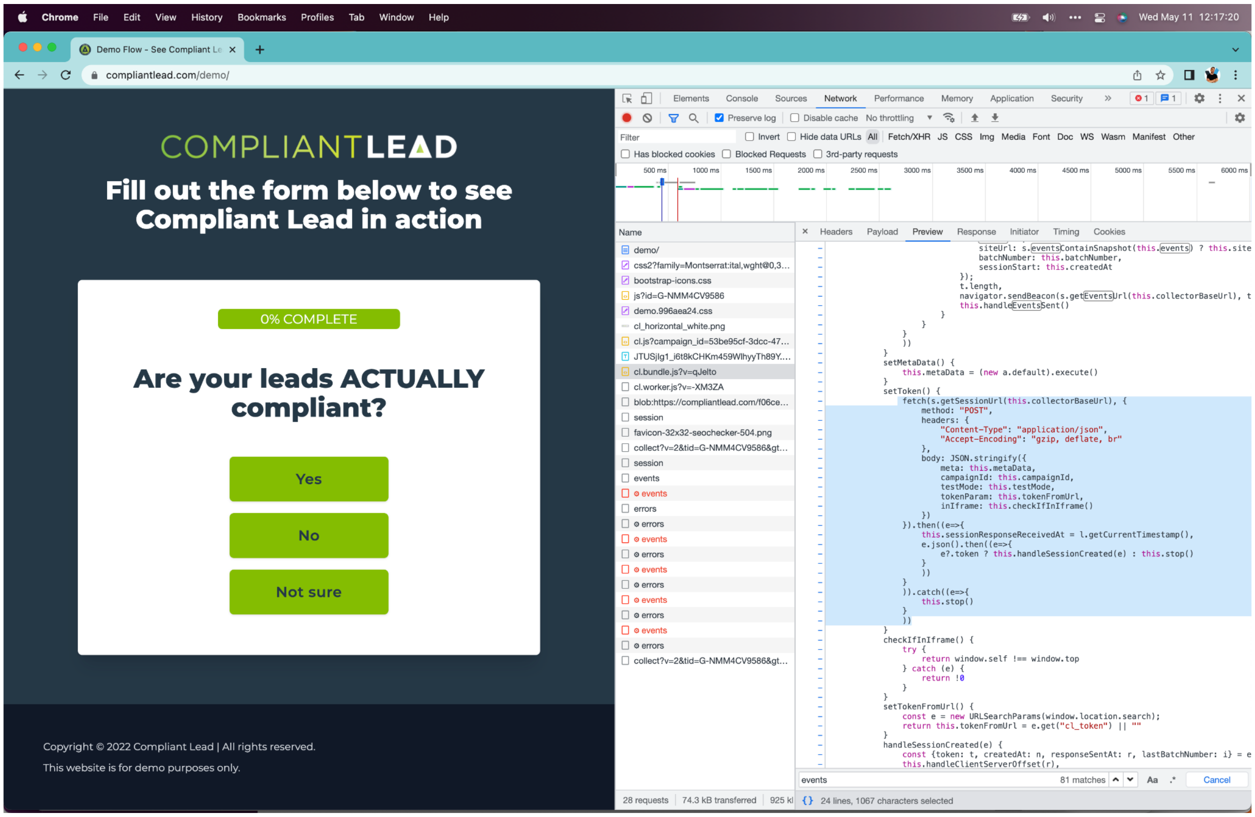
Filter: record.compliantlead.com

Name	Status	Type	Initiator	Size	Time
session	204	preflight	Preflight	0 B	204 ms
session	200	fetch	cl.bundle.js?v=qJel…	477 B	229 ms
events	204	preflight	Preflight	0 B	37 ms
⚙ events	500	fetch	f06ce028-95eb-4d…	382 B	73 ms
errors	204	preflight	Preflight	0 B	221 ms
⚙ errors	200	fetch	f06ce028-95eb-4d…	346 B	104 ms
⚙ events	500	fetch	f06ce028-95eb-4d…	381 B	114 ms
⚙ errors	200	fetch	f06ce028-95eb-4d…	345 B	44 ms
⚙ events	500	fetch	f06ce028-95eb-4d…	381 B	76 ms
⚙ errors	200	fetch	f06ce028-95eb-4d…	344 B	41 ms
⚙ events	500	fetch	f06ce028-95eb-4d…	381 B	62 ms
⚙ errors	200	fetch	f06ce028-95eb-4d…	346 B	188 ms
⚙ events	500	fetch	f06ce028-95eb-4d…	381 B	58 ms
⚙ errors	200	fetch	f06ce028-95eb-4d…	346 B	70 ms

14 / 28 requests | 4.1 kB / 74.3 kB transferred | 422 B / 925 kB resources | Finish: 5.67 s | DOMContentLoaded: 437 ms | Load: 589 ms

Figure 7

24. The lead verification service script (cl.bundle.js) makes a request for a reference key, which is received by the lead verification server, by calling the Session Endpoint (Figure 8).



Fill out the form below to see Compliant Lead in action

Are your leads ACTUALLY compliant?

Copyright © 2022 Compliant Lead | All rights reserved.

This website is for demo purposes only.

```
demo/
css2?family=Montserrat:ital,wght@0,3…
bootstrap-icons.css
js?id=G-NMM4CV9586
demo.996aea24.css
cl_horizontal_white.png
cl.js?campaign_id=53be95cf-3dcc-47…
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y.…
cl.bundle.js?v=qJelto
cl.worker.js?v=-XM3ZA
blob:https://compliantlead.com/f06ce…
session
favicon-32x32-seochecker-504.png
collect?v=2&tid=G-NMM4CV9586&gt…
session
events
⚙ events
errors
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
collect?v=2&tid=G-NMM4CV9586&gt…
```

```
                        siteUrl: s.eventsContainSnapshot(this.events) ? this.site
                        batchNumber: this.batchNumber,
                        sessionStart: this.createdAt
                    });
                    t.length,
                    navigator.sendBeacon(s.getEventsUrl(this.collectorBaseUrl), t
                    this.handleEventsSent()
                }
            }
        }
        ))
    }
    setMetaData() {
        this.metaData = (new a.default).execute()
    }
    setToken() {
        fetch(s.getSessionUrl(this.collectorBaseUrl), {
            method: "POST",
            headers: {
                "Content-Type": "application/json",
                "Accept-Encoding": "gzip, deflate, br"
            },
            body: JSON.stringify({
                meta: this.metaData,
                campaignId: this.campaignId,
                testMode: this.testMode,
                tokenParam: this.tokenFromUrl,
                inIframe: this.checkIfInIframe()
            })
        }).then((e=>{
            this.sessionResponseReceivedAt = l.getCurrentTimestamp(),
            e.json().then((e=>{
                e?.token ? this.handleSessionCreated(e) : this.stop()
            }
            ))
        }
        )).catch((e=>{
            this.stop()
        }
        ))
    }
    checkIfInIframe() {
        try {
            return window.self !== window.top
        } catch (e) {
            return !0
        }
    }
    setTokenFromUrl() {
        const e = new URLSearchParams(window.location.search);
        return this.tokenFromUrl = e.get("cl_token") || ""
    }
    handleSessionCreated(e) {
        const {token: t, createdAt: n, responseSentAt: r, lastBatchNumber: i} = e
        this.handleClientServerOffset(r),
```

events

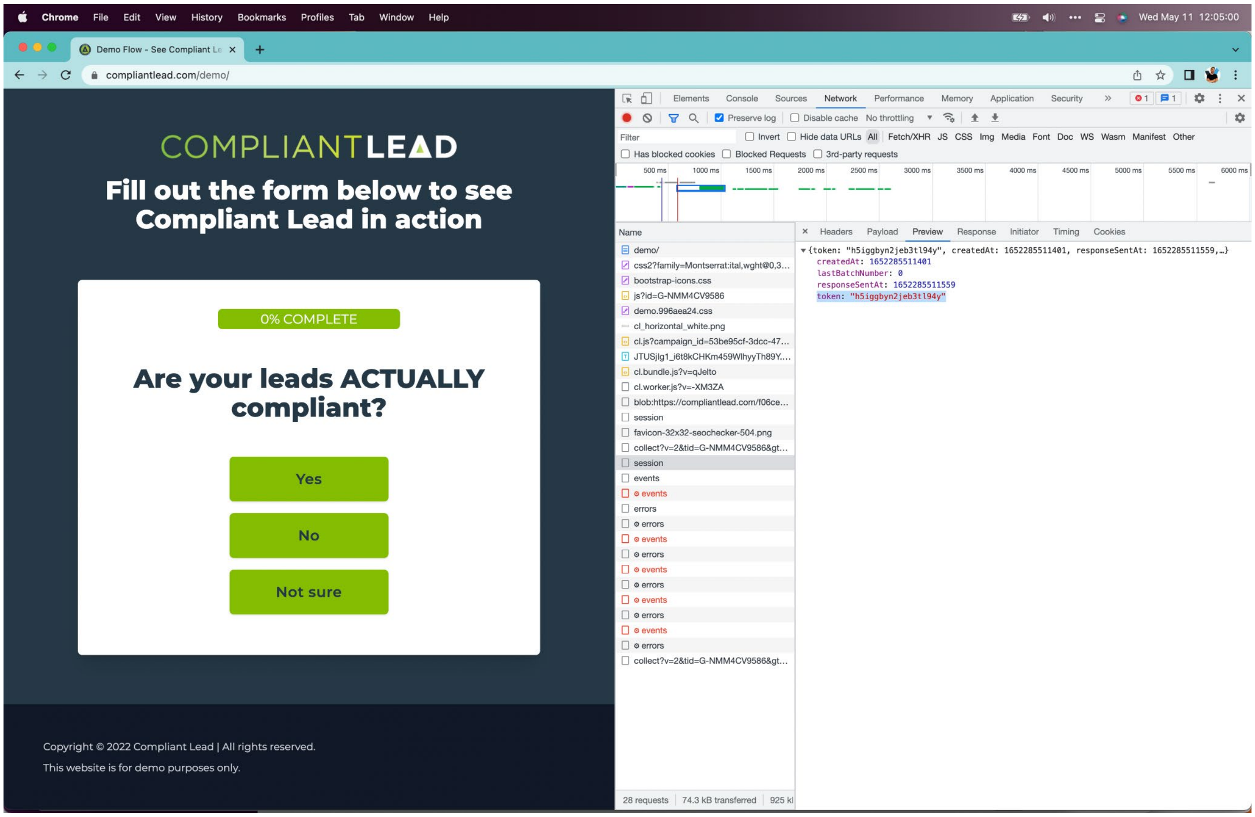
28 requests | 74.3 kB transferred | 925 kl

{} 24 lines, 1067 characters selected

Figure 8

2. Claim 1 – Element 2: *responding to the first request at the lead verification server by sending a reference key to the web browser*

25. Compliant Lead's lead verification server sends the reference key (Token) in response to the lead verification service script (cl.bundle.js) by calling the Session Endpoint (Figure 8). The Session Endpoint responds by sending the reference key to the web browser (Figure 9).


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 12:05:00
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Yes

No

Not sure

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This website is for demo purposes only.

☑ Preserve log ☐ Disable cache No throttling

Filter ☐ Invert ☐ Hide data URLs All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other

☐ Has blocked cookies ☐ Blocked Requests ☐ 3rd-party requests

Name

demo/
css2?family=Montserrat:ital,wght@0,3…
bootstrap-icons.css
js?id=G-NMM4CV9586
demo.996aea24.css
cl_horizontal_white.png
cl.js?campaign_id=53be95cf-3dcc-47…
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y.…
cl.bundle.js?v=qJelto
cl.worker.js?v=-XM3ZA
blob:https://compliantlead.com/f06ce…
session
favicon-32x32-seochecker-504.png
collect?v=2&tid=G-NMM4CV9586&gt…
session
events
events
errors
errors
events
errors
events
errors
events
errors
events
errors
collect?v=2&tid=G-NMM4CV9586&gt…

28 requests | 74.3 kB transferred | 925 kB

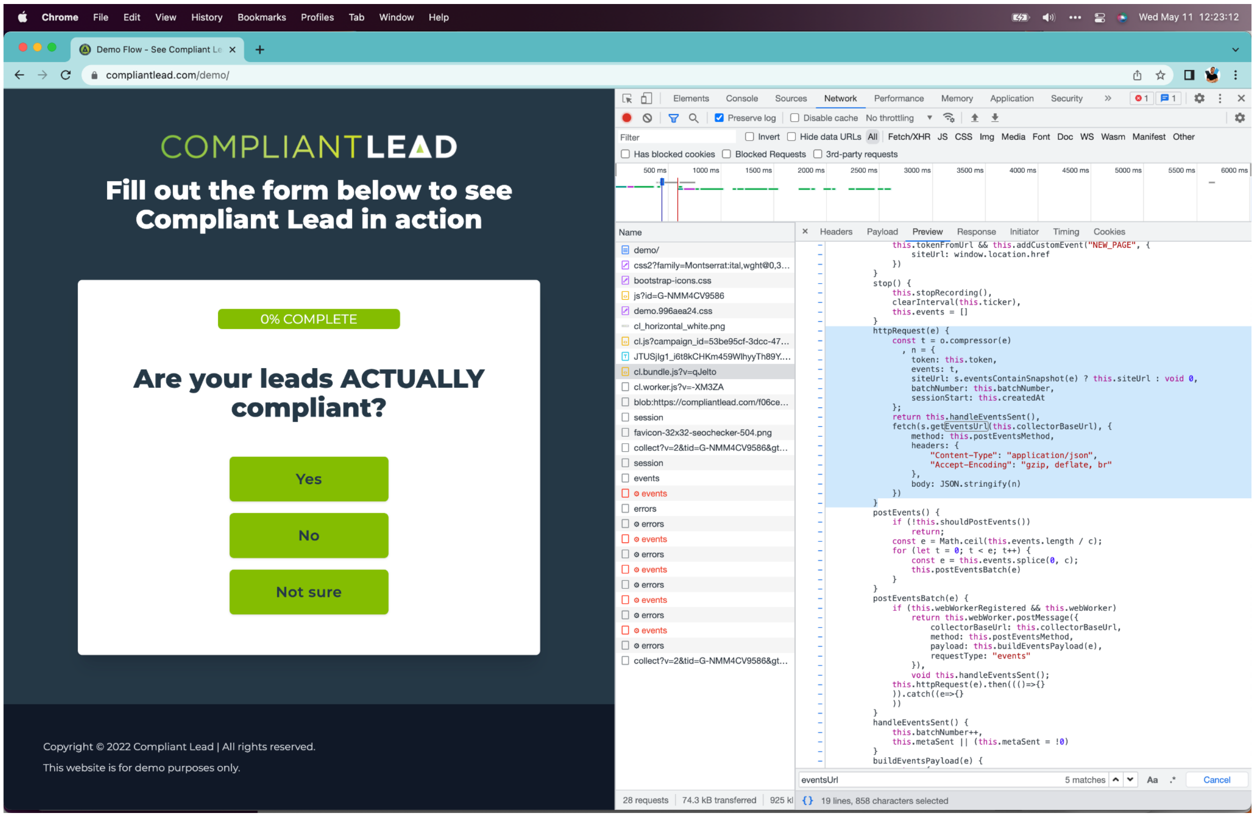
Headers Payload Preview Response Initiator Timing Cookies

```
▼{token: "h5iggbyn2jeb3tl94y", createdAt: 1652285511401, responseSentAt: 1652285511559,…}
   createdAt: 1652285511401
   lastBatchNumber: 0
   responseSentAt: 1652285511559
   token: "h5iggbyn2jeb3tl94y"
```

Figure 9

3. Claim 1 – Element 3: *collecting information about the lead generating website and information associated with a user of the web browser*

26. The JavaScript (cl.bundle.js) calls the Events Endpoint for the purpose of collecting information associated with the user's visit to the page (Figure 10). Each call to that service contains a list of "events" that is specially encoded (Figure 11).


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 12:23:12
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security
Preserve log
Disable cache
No throttling
Filter
Invert
Hide data URLs
All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other
Has blocked cookies
Blocked Requests
3rd-party requests
500 ms 1000 ms 1500 ms 2000 ms 2500 ms 3000 ms 3500 ms 4000 ms 4500 ms 5000 ms 5500 ms 6000 ms
Headers Payload Preview Response Initiator Timing Cookies
Yes
No
Not sure

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Copyright © 2022 Compliant Lead | All rights reserved.

This website is for demo purposes only.

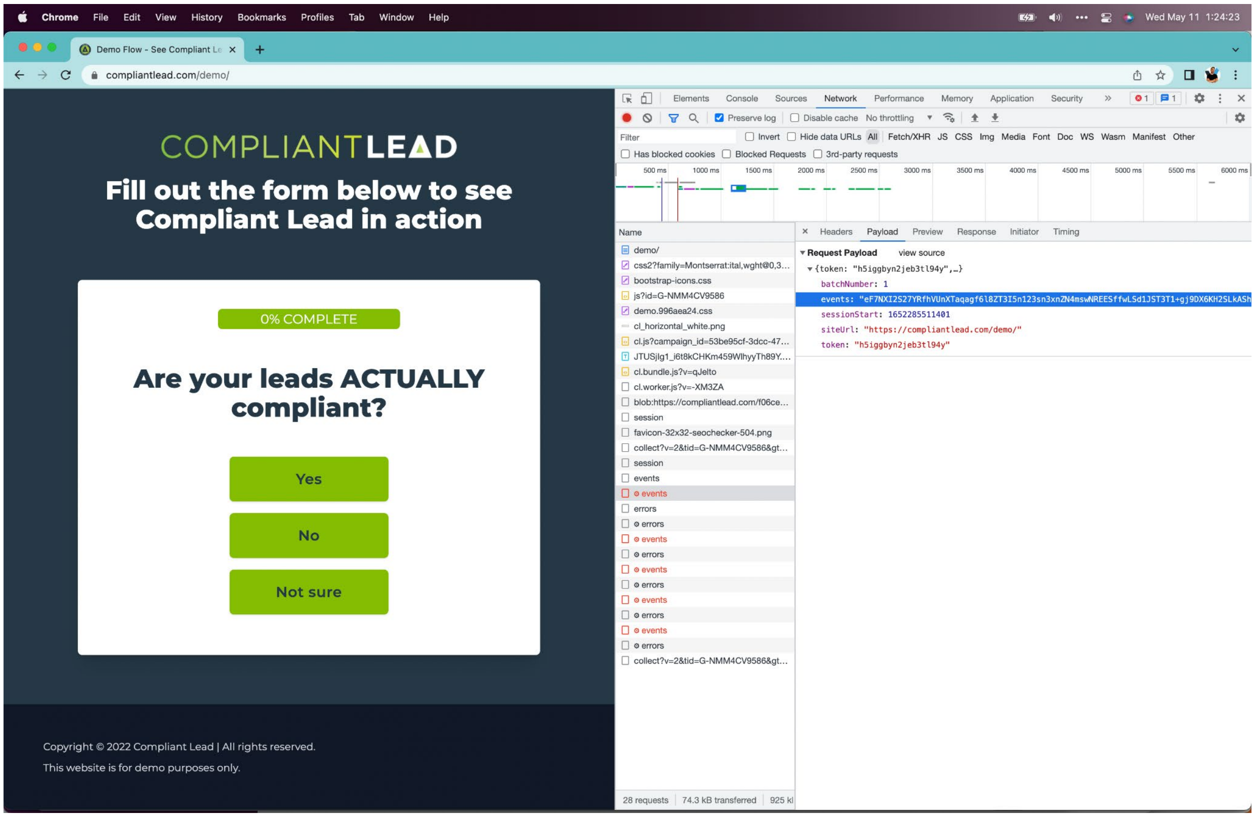
```
Name
demo/
css2?family=Montserrat:ital,wght@0,3...
bootstrap-icons.css
js?id=G-NMM4CV9586
demo.996aea24.css
cl_horizontal_white.png
cl.js?campaign_id=53be95cf-3dcc-47...
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
cl.bundle.js?v=qJelto
cl.worker.js?v=-XM3ZA
blob:https://compliantlead.com/f06ce...
session
favicon-32x32-seochecker-504.png
collect?v=2&tid=G-NMM4CV9586&gt...
session
events
⚙ events
errors
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
collect?v=2&tid=G-NMM4CV9586&gt...
```

```
            this.tokenFromUrl && this.addCustomEvent("NEW_PAGE", {
                siteUrl: window.location.href
            })
        }
        stop() {
            this.stopRecording(),
            clearInterval(this.ticker),
            this.events = []
        }
        httpRequest(e) {
            const t = o.compressor(e)
              , n = {
                token: this.token,
                events: t,
                siteUrl: s.eventsContainSnapshot(e) ? this.siteUrl : void 0,
                batchNumber: this.batchNumber,
                sessionStart: this.createdAt
            };
            return this.handleEventsSent(),
            fetch(s.getEventsUrl(this.collectorBaseUrl), {
                method: this.postEventsMethod,
                headers: {
                    "Content-Type": "application/json",
                    "Accept-Encoding": "gzip, deflate, br"
                },
                body: JSON.stringify(n)
            })
        }
        postEvents() {
            if (!this.shouldPostEvents())
                return;
            const e = Math.ceil(this.events.length / c);
            for (let t = 0; t < e; t++) {
                const e = this.events.splice(0, c);
                this.postEventsBatch(e)
            }
        }
        postEventsBatch(e) {
            if (this.webWorkerRegistered && this.webWorker)
                return this.webWorker.postMessage({
                    collectorBaseUrl: this.collectorBaseUrl,
                    method: this.postEventsMethod,
                    payload: this.buildEventsPayload(e),
                    requestType: "events"
                }),
                void this.handleEventsSent();
            this.httpRequest(e).then((()=>{}
            )).catch((e=>{}
            ))
        }
        handleEventsSent() {
            this.batchNumber++,
            this.metaSent || (this.metaSent = !0)
        }
        buildEventsPayload(e) {
```

eventsUrl 5 matches Aa .* Cancel

28 requests | 74.3 kB transferred | 925 kB | {} 19 lines, 858 characters selected

Figure 10


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 1:24:23
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security
Preserve log
Disable cache
No throttling
Filter
Invert
Hide data URLs
All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other
Has blocked cookies
Blocked Requests
3rd-party requests
500 ms 1000 ms 1500 ms 2000 ms 2500 ms 3000 ms 3500 ms 4000 ms 4500 ms 5000 ms 5500 ms 6000 ms
Headers Payload Preview Response Initiator Timing
Yes
No
Not sure

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Copyright © 2022 Compliant Lead | All rights reserved.

This website is for demo purposes only.

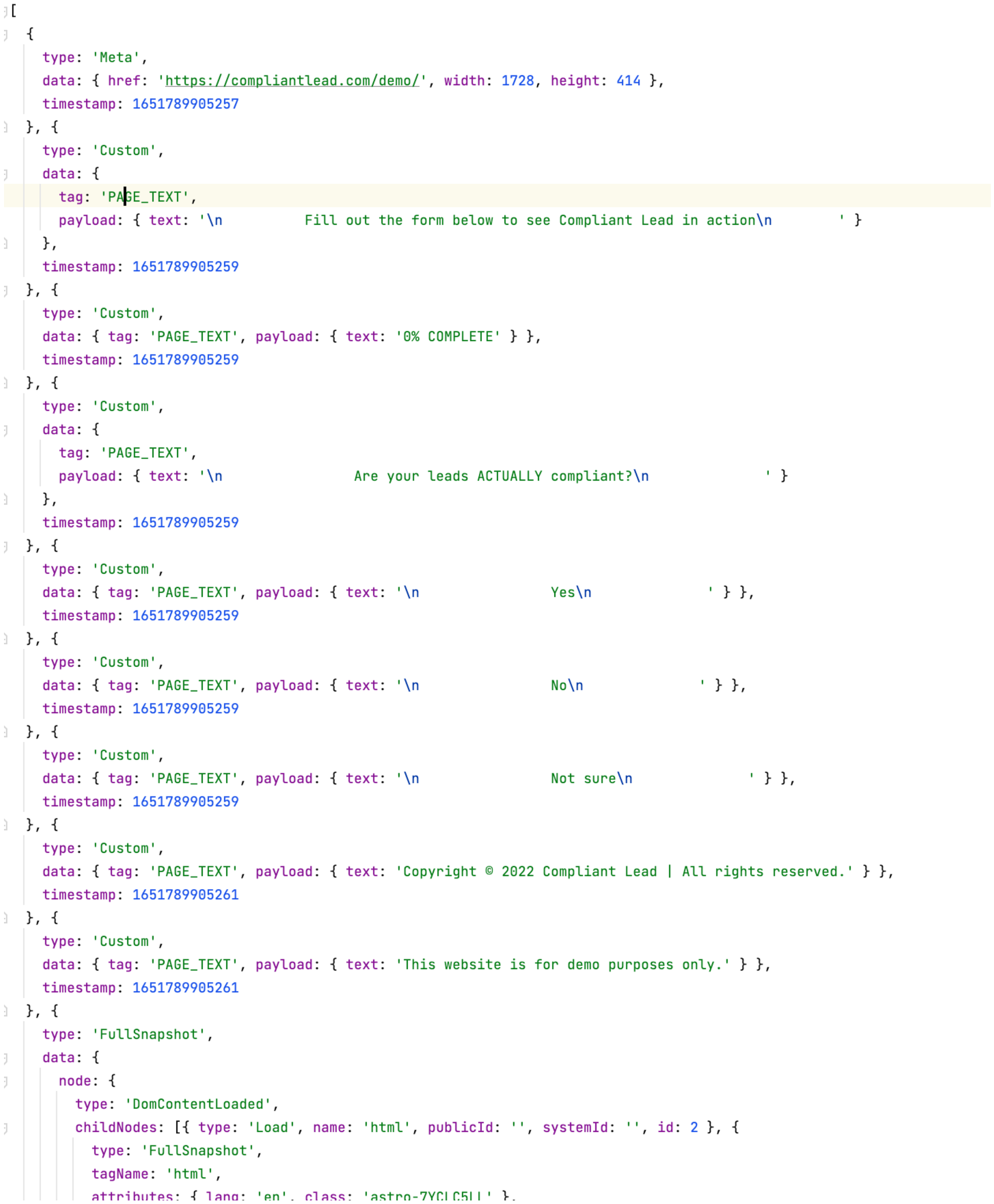
```
Name
demo/
css2?family=Montserrat:ital,wght@0,3...
bootstrap-icons.css
js?id=G-NMM4CV9586
demo.996aea24.css
cl_horizontal_white.png
cl.js?campaign_id=53be95cf-3dcc-47...
JTUSjlg1_i6t8kCHKm459WlhyyTh89Y....
cl.bundle.js?v=qJelto
cl.worker.js?v=-XM3ZA
blob:https://compliantlead.com/f06ce...
session
favicon-32x32-seochecker-504.png
collect?v=2&tid=G-NMM4CV9586&gt...
session
events
⚙ events
errors
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
collect?v=2&tid=G-NMM4CV9586&gt...
```

```
▾ Request Payload      view source
  ▾ {token: "h5iggbyn2jeb3tl94y",…}
      batchNumber: 1
      events: "eF7NXI2S27YRfhVUnXTaqagf6l8ZT3I5n123sn3xnZN4mswNREESffwLSd1JST3T1+gj9DX6KH2SLkASh
      sessionStart: 1652285511401
      siteUrl: "https://compliantlead.com/demo/"
      token: "h5iggbyn2jeb3tl94y"
```

28 requests | 74.3 kB transferred | 925 kB

Figure 11

27. By decoding the events collected and sent to the lead verification service, I can see that each event contains a representation of the HTML of the lead generating site, changes to that HTML as the user interacts with the web page through the browser, and all information entered by the user in the form inputs (Figure 12).

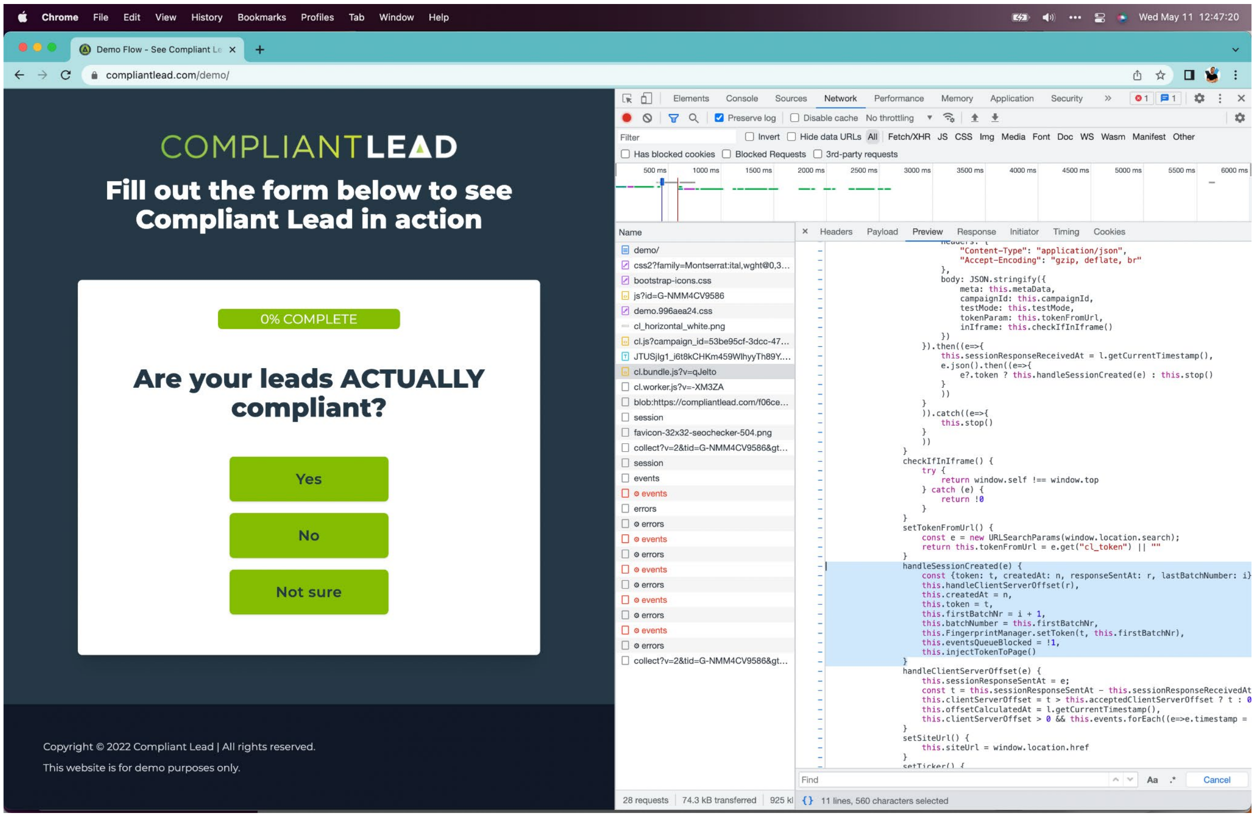


```
[
  {
    type: 'Meta',
    data: { href: 'https://compliantlead.com/demo/', width: 1728, height: 414 },
    timestamp: 1651789905257
  }, {
    type: 'Custom',
    data: {
      tag: 'PAGE_TEXT',
      payload: { text: '\n          Fill out the form below to see Compliant Lead in action\n        ' }
    },
    timestamp: 1651789905259
  }, {
    type: 'Custom',
    data: { tag: 'PAGE_TEXT', payload: { text: '0% COMPLETE' } },
    timestamp: 1651789905259
  }, {
    type: 'Custom',
    data: {
      tag: 'PAGE_TEXT',
      payload: { text: '\n                Are your leads ACTUALLY compliant?\n              ' }
    },
    timestamp: 1651789905259
  }, {
    type: 'Custom',
    data: { tag: 'PAGE_TEXT', payload: { text: '\n                Yes\n              ' } },
    timestamp: 1651789905259
  }, {
    type: 'Custom',
    data: { tag: 'PAGE_TEXT', payload: { text: '\n                No\n              ' } },
    timestamp: 1651789905259
  }, {
    type: 'Custom',
    data: { tag: 'PAGE_TEXT', payload: { text: '\n                Not sure\n              ' } },
    timestamp: 1651789905259
  }, {
    type: 'Custom',
    data: { tag: 'PAGE_TEXT', payload: { text: 'Copyright © 2022 Compliant Lead | All rights reserved.' } },
    timestamp: 1651789905261
  }, {
    type: 'Custom',
    data: { tag: 'PAGE_TEXT', payload: { text: 'This website is for demo purposes only.' } },
    timestamp: 1651789905261
  }, {
    type: 'FullSnapshot',
    data: {
      node: {
        type: 'DomContentLoaded',
        childNodes: [{ type: 'Load', name: 'html', publicId: '', systemId: '', id: 2 }, {
          type: 'FullSnapshot',
          tagName: 'html',
          attributes: { lang: 'en', class: 'astro-7YCLC5LL' },
```

Figure 12

4. Claim 1 – Element 4: associating the collected information with the reference key

28. In response to the Token being sent to the web browser by the Session Endpoint (Figure 8), the lead verification script (cl.bundle.js) retains the Token (i.e., h5iggbyn2jeb3tl94y) for the purpose of associating it to the collected information (Figure 13). When the collected information is sent to the Events Endpoint by the lead verification script (cl.bundle.js) (Figure 14), the Token (i.e., h5iggbyn2jeb3tl94y) is associated with the collected information (Figure 15).


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 12:47:20
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security
Preserve log Disable cache No throttling
Filter Invert Hide data URLs All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other
Has blocked cookies Blocked Requests 3rd-party requests
500 ms 1000 ms 1500 ms 2000 ms 2500 ms 3000 ms 3500 ms 4000 ms 4500 ms 5000 ms 5500 ms 6000 ms
Name
Headers Payload Preview Response Initiator Timing Cookies
Find
Aa
Cancel

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Yes

No

Not sure

Copyright © 2022 Compliant Lead | All rights reserved.
This website is for demo purposes only.

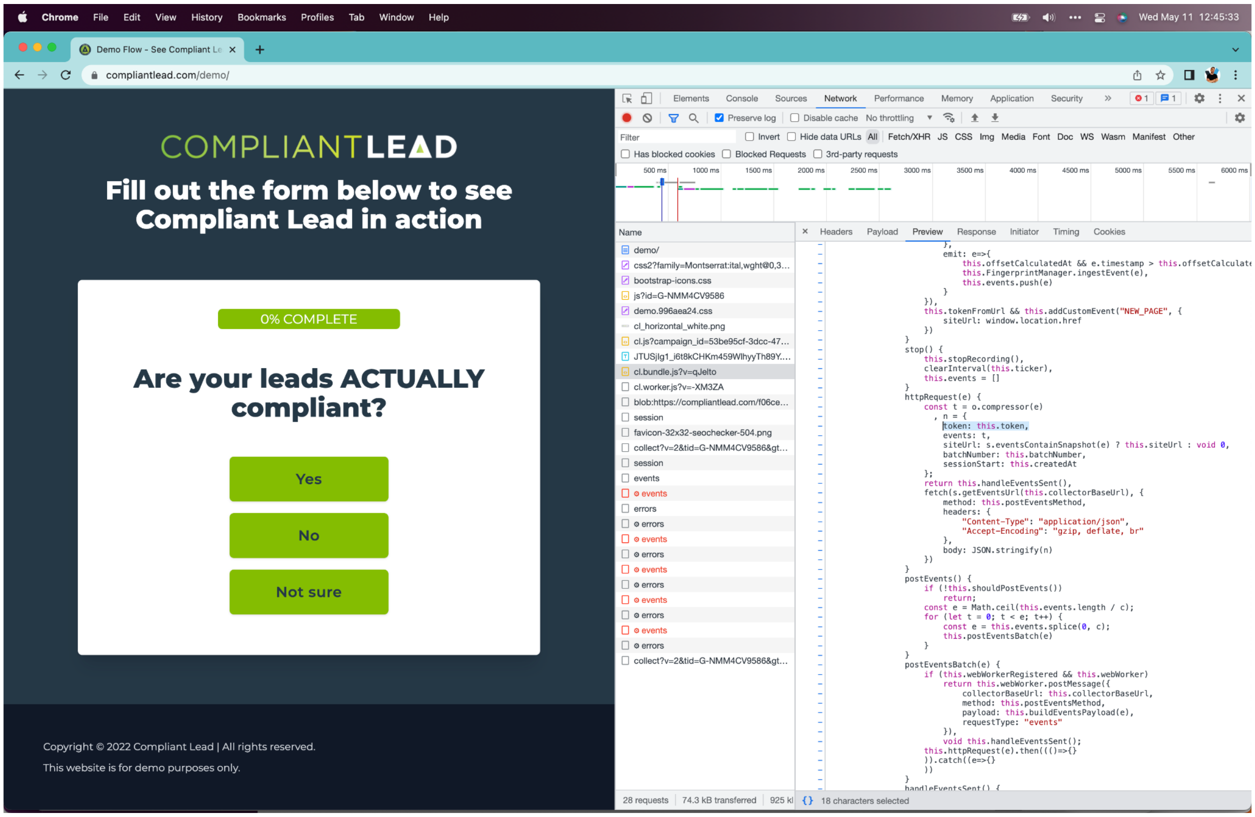
demo/
css2?family=Montserrat:ital,wght@0,3...
bootstrap-icons.css
js?id=G-NMM4CV9586
demo.996aea24.css
cl_horizontal_white.png
cl.js?campaign_id=53be95cf-3dcc-47...
JTUSjIg1_i6t8kCHKm459WlhyyTh89Y....
cl.bundle.js?v=qJelto
cl.worker.js?v=-XM3ZA
blob:https://compliantlead.com/f06ce...
session
favicon-32x32-seochecker-504.png
collect?v=2&tid=G-NMM4CV9586&gt...
session
events
⚙ events
errors
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
⚙ events
⚙ errors
collect?v=2&tid=G-NMM4CV9586&gt...

```
                    "Content-Type": "application/json",
                    "Accept-Encoding": "gzip, deflate, br"
                },
                body: JSON.stringify({
                    meta: this.metaData,
                    campaignId: this.campaignId,
                    testMode: this.testMode,
                    tokenParam: this.tokenFromUrl,
                    inIframe: this.checkIfInIframe()
                })
            }).then((e=>{
                this.sessionResponseReceivedAt = l.getCurrentTimestamp(),
                e.json().then((e=>{
                    e?.token ? this.handleSessionCreated(e) : this.stop()
                }
                ))
            }
            )).catch((e=>{
                this.stop()
            }
            ))
        }
        checkIfInIframe() {
            try {
                return window.self !== window.top
            } catch (e) {
                return !0
            }
        }
        setTokenFromUrl() {
            const e = new URLSearchParams(window.location.search);
            return this.tokenFromUrl = e.get("cl_token") || ""
        }
        handleSessionCreated(e) {
            const {token: t, createdAt: n, responseSentAt: r, lastBatchNumber: i}
            this.handleClientServerOffset(r),
            this.createdAt = n,
            this.token = t,
            this.firstBatchNr = i + 1,
            this.batchNumber = this.firstBatchNr,
            this.FingerprintManager.setToken(t, this.firstBatchNr),
            this.eventsQueueBlocked = !1,
            this.injectTokenToPage()
        }
        handleClientServerOffset(e) {
            this.sessionResponseSentAt = e;
            const t = this.sessionResponseSentAt - this.sessionResponseReceivedAt
            this.clientServerOffset = t > this.acceptedClientServerOffset ? t : 0
            this.offsetCalculatedAt = l.getCurrentTimestamp(),
            this.clientServerOffset > 0 && this.events.forEach((e=>e.timestamp =
        }
        setSiteUrl() {
            this.siteUrl = window.location.href
        }
```

28 requests | 74.3 kB transferred | 925 kl

11 lines, 560 characters selected

Figure 13


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 12:45:33
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security
Preserve log
Disable cache
No throttling
Filter
Invert
Hide data URLs
All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other
Has blocked cookies
Blocked Requests
3rd-party requests
500 ms 1000 ms 1500 ms 2000 ms 2500 ms 3000 ms 3500 ms 4000 ms 4500 ms 5000 ms 5500 ms 6000 ms
Name
demo/
css2?family=Montserrat:ital,wght@0,3…
bootstrap-icons.css
js?id=G-NMM4CV9586
demo.996aea24.css
cl_horizontal_white.png
cl.js?campaign_id=53be95cf-3dcc-47…
JTUSjIg1_i6t8kCHKm459WlhyyTh89Y.…
cl.bundle.js?v=qJelto
cl.worker.js?v=-XM3ZA
blob:https://compliantlead.com/f06ce…
session
favicon-32x32-seochecker-504.png
collect?v=2&tid=G-NMM4CV9586&gt…
session
events
⊘ events
errors
⊘ errors
⊘ events
⊘ errors
⊘ events
⊘ errors
⊘ events
⊘ errors
⊘ events
⊘ errors
collect?v=2&tid=G-NMM4CV9586&gt…
Headers Payload Preview Response Initiator Timing Cookies
28 requests 74.3 kB transferred 925 kl
18 characters selected

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Yes

No

Not sure

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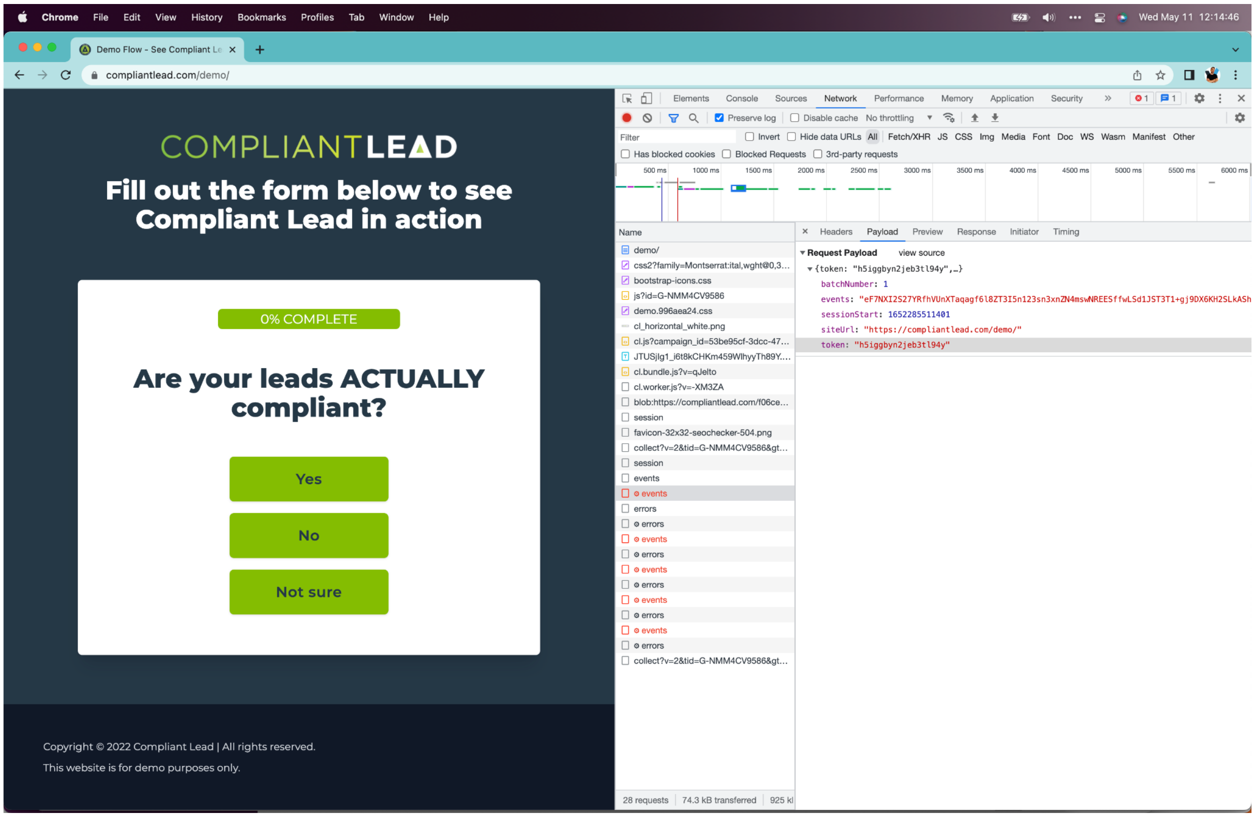
This website is for demo purposes only.

```
                },
                emit: e=>{
                    this.offsetCalculatedAt && e.timestamp > this.offsetCalculate
                    this.FingerprintManager.ingestEvent(e),
                    this.events.push(e)
                }
            }),
            this.tokenFromUrl && this.addCustomEvent("NEW_PAGE", {
                siteUrl: window.location.href
            })
        }
        stop() {
            this.stopRecording(),
            clearInterval(this.ticker),
            this.events = []
        }
        httpRequest(e) {
            const t = o.compressor(e)
              , n = {
                token: this.token,
                events: t,
                siteUrl: s.eventsContainSnapshot(e) ? this.siteUrl : void 0,
                batchNumber: this.batchNumber,
                sessionStart: this.createdAt
            };
            return this.handleEventsSent(),
            fetch(s.getEventsUrl(this.collectorBaseUrl), {
                method: this.postEventsMethod,
                headers: {
                    "Content-Type": "application/json",
                    "Accept-Encoding": "gzip, deflate, br"
                },
                body: JSON.stringify(n)
            })
        }
        postEvents() {
            if (!this.shouldPostEvents())
                return;
            const e = Math.ceil(this.events.length / c);
            for (let t = 0; t < e; t++) {
                const e = this.events.splice(0, c);
                this.postEventsBatch(e)
            }
        }
        postEventsBatch(e) {
            if (this.webWorkerRegistered && this.webWorker)
                return this.webWorker.postMessage({
                    collectorBaseUrl: this.collectorBaseUrl,
                    method: this.postEventsMethod,
                    payload: this.buildEventsPayload(e),
                    requestType: "events"
                }),
                void this.handleEventsSent();
            this.httpRequest(e).then((()=>{}
            )).catch((e=>{}
            ))
        }
        handleEventsSent() {
```

Figure 14


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 12:14:46
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security
Preserve log
Disable cache
No throttling
Filter
Invert
Hide data URLs
All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other
Has blocked cookies
Blocked Requests
3rd-party requests
500 ms 1000 ms 1500 ms 2000 ms 2500 ms 3000 ms 3500 ms 4000 ms 4500 ms 5000 ms 5500 ms 6000 ms
Name
demo/
css2?family=Montserrat:ital,wght@0,3…
bootstrap-icons.css
js?id=G-NMM4CV9586
demo.996aea24.css
cl_horizontal_white.png
cl.js?campaign_id=53be95cf-3dcc-47…
JTUSjIg1_i6t8kCHKm459WlhyyTh89Y.…
cl.bundle.js?v=qJelto
cl.worker.js?v=-XM3ZA
blob:https://compliantlead.com/f06ce…
session
favicon-32x32-seochecker-504.png
collect?v=2&tid=G-NMM4CV9586&gt…
session
events
⊘ events
errors
⊘ errors
⊘ events
⊘ errors
⊘ events
⊘ errors
⊘ events
⊘ errors
⊘ events
⊘ errors
collect?v=2&tid=G-NMM4CV9586&gt…
Headers Payload Preview Response Initiator Timing
28 requests 74.3 kB transferred 925 kl

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Yes

No

Not sure

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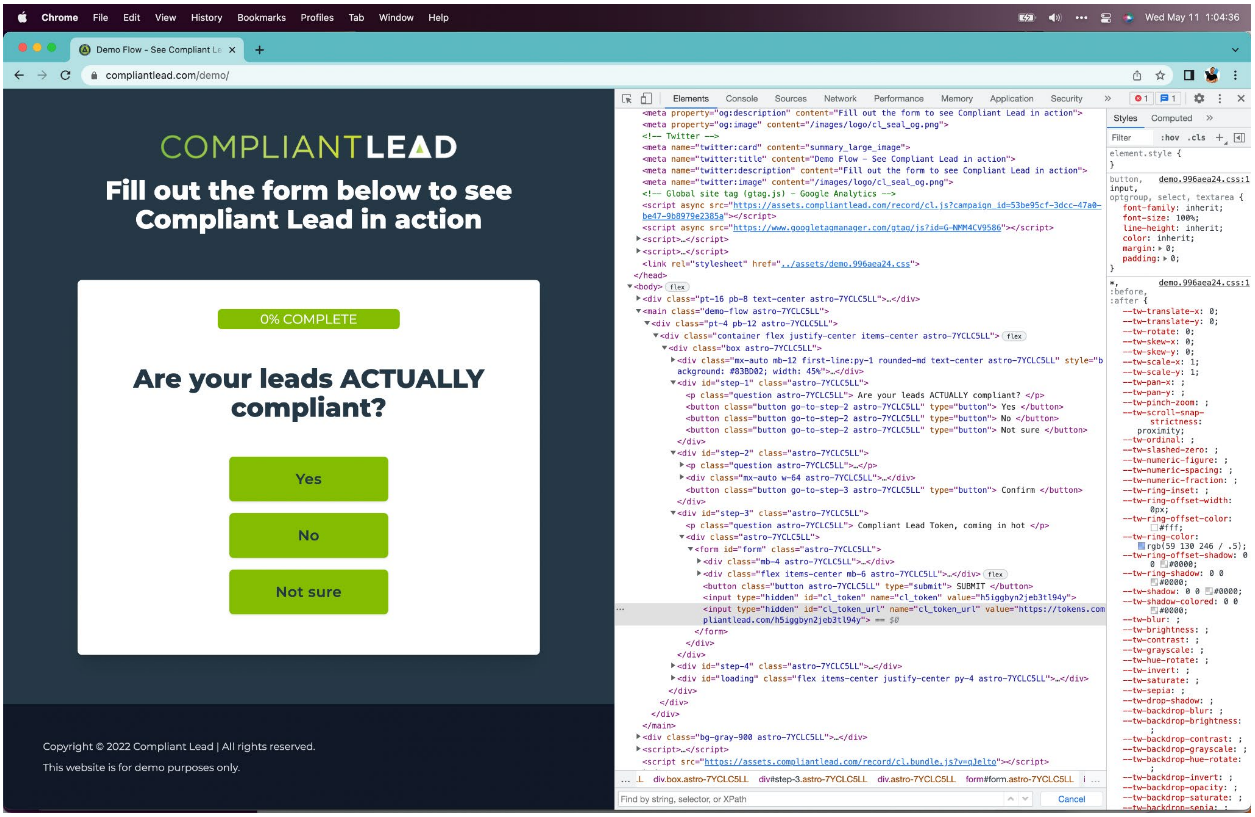
This website is for demo purposes only.

```
▼ Request Payload     view source
  ▼ {token: "h5iggbyn2jeb3tl94y",…}
      batchNumber: 1
      events: "eF7NXI2S27YRfhVUnXTaqagf6l8ZT3I5n123sn3xnZN4mswNREESffwLSd1JST3T1+gj9DX6KH2SLkASh
      sessionStart: 1652285511401
      siteUrl: "https://compliantlead.com/demo/"
      token: "h5iggbyn2jeb3tl94y"
```

Figure 15

5. **Claim 1 – Element 5:** ***receiving, from an interested third party that is separate from the lead generating website and the lead generator after the interested third party receives the lead data and the reference key from the lead generator, a second request for verification of the lead data, the second request including the reference key***

29. When the user submits the form on the web page, the Token accompanies the information collected on the form in a hidden form field named "cl_token_url" (Figure 16).


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Wed May 11 1:04:36
Demo Flow - See Compliant Le
compliantlead.com/demo/
Elements Console Sources Network Performance Memory Application Security
Styles Computed

COMPLIANTLEAD

Fill out the form below to see Compliant Lead in action

0% COMPLETE

Are your leads ACTUALLY compliant?

Yes

No

Not sure

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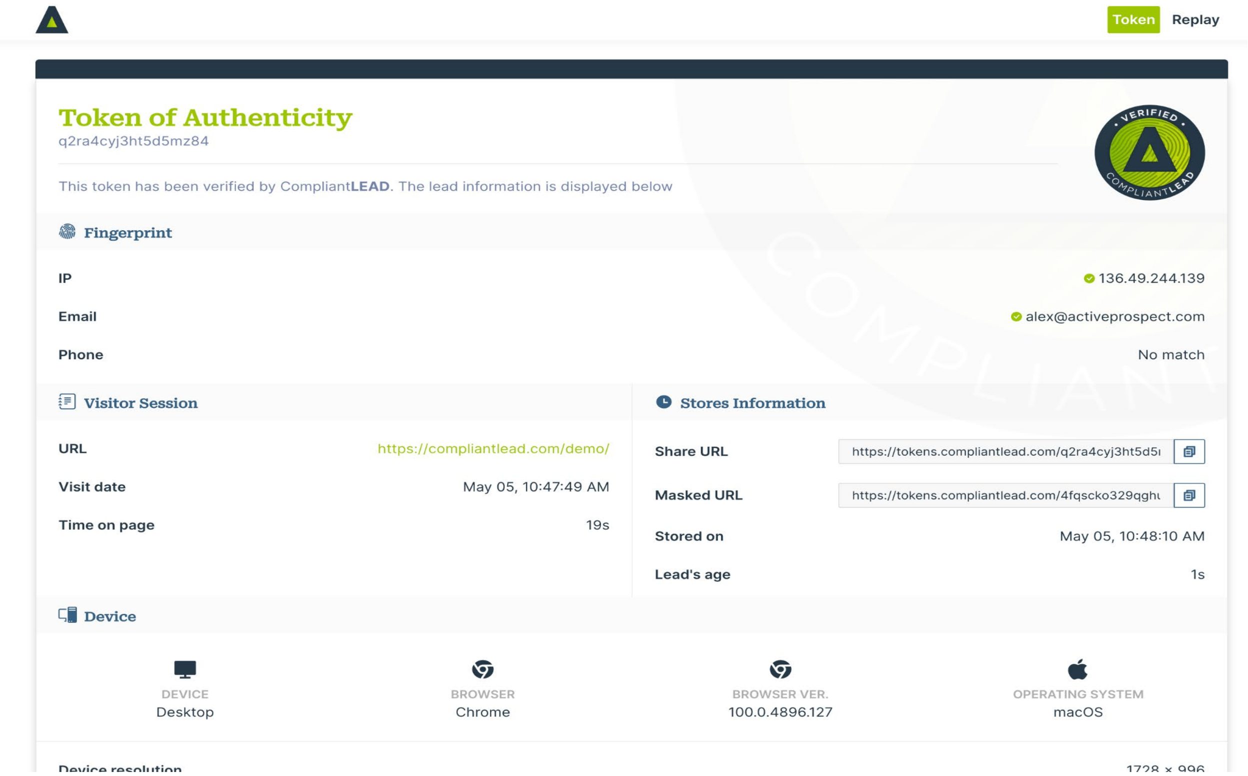
This website is for demo purposes only.

```
    <meta property="og:description" content="Fill out the form to see Compliant Lead in action">
    <meta property="og:image" content="/images/logo/cl_seal_og.png">
    <!-- Twitter -->
    <meta name="twitter:card" content="summary_large_image">
    <meta name="twitter:title" content="Demo Flow - See Compliant Lead in action">
    <meta name="twitter:description" content="Fill out the form to see Compliant Lead in action">
    <meta name="twitter:image" content="/images/logo/cl_seal_og.png">
    <!-- Global site tag (gtag.js) - Google Analytics -->
    <script async src="https://assets.compliantlead.com/record/cl.js?campaign_id=53be95cf-3dcc-47a0-
    be47-9b8979e2385a"></script>
    <script async src="https://www.googletagmanager.com/gtag/js?id=G-NMM4CV9586"></script>
   ▶<script>…</script>
   ▶<script>…</script>
    <link rel="stylesheet" href="../assets/demo.996aea24.css">
  </head>
 ▼<body> flex
   ▶<div class="pt-16 pb-8 text-center astro-7YCLC5LL">…</div>
   ▼<main class="demo-flow astro-7YCLC5LL">
     ▼<div class="pt-4 pb-12 astro-7YCLC5LL">
       ▼<div class="container flex justify-center items-center astro-7YCLC5LL"> flex
         ▼<div class="box astro-7YCLC5LL">
           ▶<div class="mx-auto mb-12 first-line:py-1 rounded-md text-center astro-7YCLC5LL" style="b
            ackground: #83BD02; width: 45%">…</div>
           ▼<div id="step-1" class="astro-7YCLC5LL">
              <p class="question astro-7YCLC5LL"> Are your leads ACTUALLY compliant? </p>
              <button class="button go-to-step-2 astro-7YCLC5LL" type="button"> Yes </button>
              <button class="button go-to-step-2 astro-7YCLC5LL" type="button"> No </button>
              <button class="button go-to-step-2 astro-7YCLC5LL" type="button"> Not sure </button>
            </div>
           ▼<div id="step-2" class="astro-7YCLC5LL">
             ▶<p class="question astro-7YCLC5LL">…</p>
             ▶<div class="mx-auto w-64 astro-7YCLC5LL">…</div>
              <button class="button go-to-step-3 astro-7YCLC5LL" type="button"> Confirm </button>
            </div>
           ▼<div id="step-3" class="astro-7YCLC5LL">
              <p class="question astro-7YCLC5LL"> Compliant Lead Token, coming in hot </p>
             ▼<div class="astro-7YCLC5LL">
               ▼<form id="form" class="astro-7YCLC5LL">
                 ▶<div class="mb-4 astro-7YCLC5LL">…</div>
                 ▶<div class="flex items-center mb-6 astro-7YCLC5LL">…</div> flex
                  <button class="button astro-7YCLC5LL" type="submit"> SUBMIT </button>
                  <input type="hidden" id="cl_token" name="cl_token" value="h5iggbyn2jeb3tl94y">
…                 <input type="hidden" id="cl_token_url" name="cl_token_url" value="https://tokens.com
                  pliantlead.com/h5iggbyn2jeb3tl94y"> == $0
                </form>
              </div>
            </div>
           ▶<div id="step-4" class="astro-7YCLC5LL">…</div>
           ▶<div id="loading" class="flex items-center justify-center py-4 astro-7YCLC5LL">…</div>
          </div>
        </div>
      </div>
    </main>
   ▶<div class="bg-gray-900 astro-7YCLC5LL">…</div>
   ▶<script>…</script>
    <script src="https://assets.compliantlead.com/record/cl.bundle.js?v=qJelto"></script>
… .L  div.box.astro-7YCLC5LL  div#step-3.astro-7YCLC5LL  div.astro-7YCLC5LL  form#form.astro-7YCLC5LL
Find by string, selector, or XPath                                              Cancel
```

Figure 16

30. An interested third party receiving the lead data and the Token URL can then click on that URL to view the Compliant Lead "Token of Authenticity" record that shows all the collected information (Figure 17). Like all website interactions, when the user inputs the URL into their browser, the web browser sends a request for the HTML text associated with that specific URL to Compliant Lead's server.

31. This capability is further described in the Compliant Lead Terms and Conditions document published at https://compliantlead.com/terms/ (Figure 18).



Token of Authenticity

q2ra4cyj3ht5d5mz84

This token has been verified by Compliant**LEAD**. The lead information is displayed below

Fingerprint

IP	✓ 136.49.244.139
Email	✓ alex@activeprospect.com
Phone	No match

Visitor Session

URL	https://compliantlead.com/demo/
Visit date	May 05, 10:47:49 AM
Time on page	19s

Stores Information

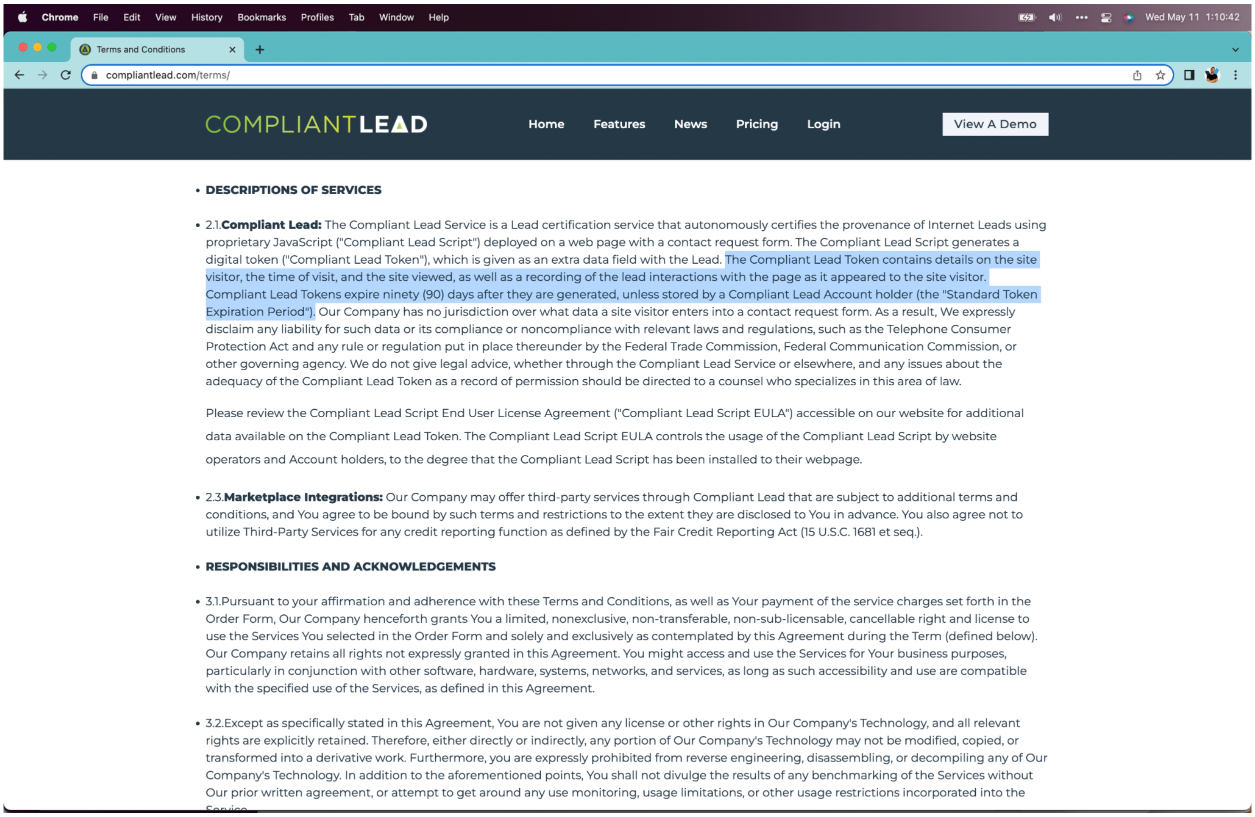
Share URL	https://tokens.compliantlead.com/q2ra4cyj3ht5d5ı
Masked URL	https://tokens.compliantlead.com/4fqscko329qghı
Stored on	May 05, 10:48:10 AM
Lead's age	1s

Device

DEVICE	BROWSER	BROWSER VER.	OPERATING SYSTEM
Desktop	Chrome	100.0.4896.127	macOS

Device resolution	1728 x 996

Figure 17



- **DESCRIPTIONS OF SERVICES**
- 2.1.**Compliant Lead:** The Compliant Lead Service is a Lead certification service that autonomously certifies the provenance of Internet Leads using proprietary JavaScript ("Compliant Lead Script") deployed on a web page with a contact request form. The Compliant Lead Script generates a digital token ("Compliant Lead Token"), which is given as an extra data field with the Lead. The Compliant Lead Token contains details on the site visitor, the time of visit, and the site viewed, as well as a recording of the lead interactions with the page as it appeared to the site visitor. Compliant Lead Tokens expire ninety (90) days after they are generated, unless stored by a Compliant Lead Account holder (the "Standard Token Expiration Period"). Our Company has no jurisdiction over what data a site visitor enters into a contact request form. As a result, We expressly disclaim any liability for such data or its compliance or noncompliance with relevant laws and regulations, such as the Telephone Consumer Protection Act and any rule or regulation put in place thereunder by the Federal Trade Commission, Federal Communication Commission, or other governing agency. We do not give legal advice, whether through the Compliant Lead Service or elsewhere, and any issues about the adequacy of the Compliant Lead Token as a record of permission should be directed to a counsel who specializes in this area of law.

  Please review the Compliant Lead Script End User License Agreement ("Compliant Lead Script EULA") accessible on our website for additional data available on the Compliant Lead Token. The Compliant Lead Script EULA controls the usage of the Compliant Lead Script by website operators and Account holders, to the degree that the Compliant Lead Script has been installed to their webpage.
- 2.3.**Marketplace Integrations:** Our Company may offer third-party services through Compliant Lead that are subject to additional terms and conditions, and You agree to be bound by such terms and restrictions to the extent they are disclosed to You in advance. You also agree not to utilize Third-Party Services for any credit reporting function as defined by the Fair Credit Reporting Act (15 U.S.C. 1681 et seq.).
- **RESPONSIBILITIES AND ACKNOWLEDGEMENTS**
- 3.1.Pursuant to your affirmation and adherence with these Terms and Conditions, as well as Your payment of the service charges set forth in the Order Form, Our Company henceforth grants You a limited, nonexclusive, non-transferable, non-sub-licensable, cancellable right and license to use the Services You selected in the Order Form and solely and exclusively as contemplated by this Agreement during the Term (defined below). Our Company retains all rights not expressly granted in this Agreement. You might access and use the Services for Your business purposes, particularly in conjunction with other software, hardware, systems, networks, and services, as long as such accessibility and use are compatible with the specified use of the Services, as defined in this Agreement.
- 3.2.Except as specifically stated in this Agreement, You are not given any license or other rights in Our Company's Technology, and all relevant rights are explicitly retained. Therefore, either directly or indirectly, any portion of Our Company's Technology may not be modified, copied, or transformed into a derivative work. Furthermore, you are expressly prohibited from reverse engineering, disassembling, or decompiling any of Our Company's Technology. In addition to the aforementioned points, You shall not divulge the results of any benchmarking of the Services without Our prior written agreement, or attempt to get around any use monitoring, usage limitations, or other usage restrictions incorporated into the Service

Figure 18

6. Claim 1 – Element 6: *in response to the second request, sending at least some of the collected information to the interested third party*

32. The Token URL, which is submitted with the form (Figure 16) to the interested third party, sends collected information to the interested third party by way of visual display in the third party's web browser when requested by the interested third party (Figure 17).

E. Additional Findings

33. While reviewing Compliant Lead's lead verification script, I discovered several references to TrustedForm by name. When I investigated these portions of the script, I determined that Compliant Lead uses the TrustedForm Certificate URL as part of its "fingerprinting" feature.

34. I discovered that when an interested third party receives a Compliant Lead Token along with lead information submitted on a form, the interested third party can programmatically verify that the Compliant Lead Token was collected with that lead data. Specifically, when the interested third party sends a piece of lead information that corresponds to the consumer who filled out the page, the Compliant Lead service will tell the interested third party if that information matches information collected by Compliant Lead's script. This feature prevents nefarious website owners from passing Compliant Lead Tokens that were generated by a different consumer, maybe even on a different page or at a different time, than the lead data they are sending. This is the same as a feature that is offered by TrustedForm.

35. My review of Complaint Lead's lead verification script shows that Compliant Lead has also copied TrustedForm's "sensitive field flagging." As part of implementing the script, a user can define certain fields, like a social security number, as "sensitive." When this is done, TrustedForm will not collect this information about the user. Compliant Lead uses this same feature.

36. I declare under penalty of perjury that the statements made in this declaration are true and correct.

Executed on May 25, 2022 in Austin, Texas.

Alexander Wolfe